


Keeping your business healthy during Corona.



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Shutting up shop.

It's important to close up the right way so you're prepared for the future.

These tips will help you shut your doors with the intention of opening them back up in a few months time:



Put a sign on your shopfront.

Thank your customers for their support, inform them that you're closed temporarily and direct them to your online channels.



Notify your staff.

Be as honest and transparent as possible and come prepared to answer common questions they have around wages and reopening.



Pause all non-essential bills.

If you're not using the internet, electricity or water in your store, put a pause on it for now. Ask for a reduction on rent.



Explore alternative ways to sell your products or services.

For example, offer a delivery menu, run online classes or move your physical store to an online store.




Run a stocktake.

Update these numbers in your eCommerce or inventory management system.



Change your phone number.

If a landline number for the office is listed on the website consider directing all calls to a mobile number.

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Marketing to your customers during COVID-19.

With more people online, now's the time to amp up your digital marketing.

Stay in touch with your customers using these marketing channels.



Keep connected using social media.

Update your customers on your opening hours, what's happening at your HQ, and any special offers you have during this time.



Send eDMs.

Keep your database informed with regular business updates, links to helpful content and offers or discounts during COVID-19.



Focus on creating helpful content.

Such as blog posts, webinars, podcasts or videos.



Update your website, Yellow Online listing and Google My Business.

Keep customers informed of new hours of operation, introduced work policies, OH&S measures and contact details.



Update your FAQs.

Add to your FAQs with common questions you've been receiving from customers regarding Covid-19.

How to transition to working online.

Working online takes some getting used to. These tips and tricks will make the switch easier.



Get a routine going.

Have set working hours and schedule regular breaks during the day.



Have the right tools to help.

Zoom, Slack, GSuite and Asana are must-haves when working online.



Designate an office space.

Use this area for work and work only.



Remember to switch off.

Disconnect and unwind, so you're refreshed for the day ahead.



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