

# 4 TIPS TO HELP YOU SHOW YOUR SMALL BIZ CUSTOMERS YOU CARE ABOUT THEM AMID A PANDEMIC

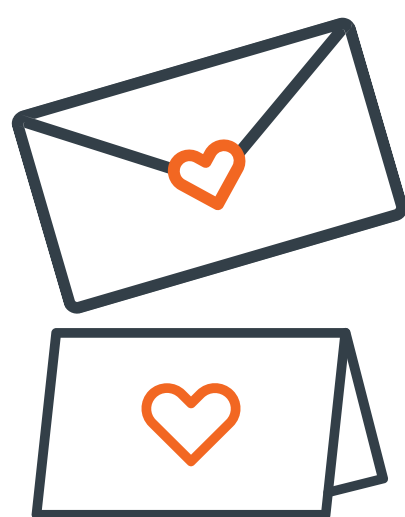


## EMBRACE TECHNOLOGY

We've all had to adapt our working routines for remote meetings and events over the last year, which has meant one thing: technology. I don't know about you, but Zoom has become one of my new best friends since the start of the pandemic! I understand technology fatigue is real, and I know you may be sick and tired of integrating new platforms and systems into your business, but I urge you to keep embracing these resources.

## ADD AN EXTRA BRAND TOUCH TO EVERYTHING YOU DO

There's never been a more important moment to figure out how to connect with people and to make them feel appreciated. After all that your customers and audiences have been through, making those connections and showing that appreciation might just be what separates you from your competition.



## TAKE A FRESH LOOK AT YOUR MARKETING PLAN

**If you haven't seriously revisited your marketing plan since the pre-pandemic days, it's about time you did so!** I would bet that your goals after a year of COVID-19 are different from your goals in January of 2020, and your marketing strategy should reflect that. It should also reflect the lessons you've learned through this experience and the new technologies you've picked up from it.

## DEMONSTRATE YOUR COMMITMENT TO SAFETY

**Make sure your current COVID-19 safety precautions are up-to-date on your website, and that those guidelines are easy for people to find when they're looking for your brand online.** Supply feedback forms — whether online or in-person — so that clients can let you know what they think about the way you're managing these health issues.



WANT TO LEARN MORE?  
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