

3 Things Your Business Can Do to Stay Relevant Online

To guide you through what to do with your digital presence during COVID-19, we've listed the action steps you must take:

1. Let Customers Know You Are Open

If your business is still open during this time, make sure you:

Change Your Hours of Operation

Including on your website, social media channels and Google My Business (GMB) listing.

Update Directories

(i.e., Angie's List, Yelp, Trip Advisor, etc.)

It's important to visit any directories your business uses and update your hours.

Notify Your Digital Marketing Agency

Your marketing partner can help with any of your online needs.



2. Show Up Where They Are Looking

Consider using these digital marketing strategies:

Local Search

46 percent of all Google searches are looking for local information, so don't let your strategy fall to the wayside.

Paid Search by Keyword

Utilize keyword targeting with paid search to reach consumers.

Geofencing

Target consumers based on their location, including people who have visited your business or live in a specific area.

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3. Keep Them Engaged

Keep users engaged by:

Posting on Social Media

Some ideas are community resources, discussing fun at-home activities and business updates.

Creating Google Posts

Check out the COVID-19 option for you to inform readers of any changes to your business.

Sending Emails

99 percent of consumers check their email every day, so be sure to utilize this option!



99% of consumers check their email **DAILY**