



WYOMING WORKING TOGETHER
Marketing Checklist

Let people know you're open and how to engage with your business. Now more than ever, it is critical to consistently and regularly engage with your customers.

Email Marketing
Social Media
Google
Print Marketing
Social Media Ads



Step 1

Review your protocols and procedures



Step 2

Share protocols and procedures with staff

Step 3

Create simple messages for customers

SIMPLE MESSAGES

- **We're Open**
Signage in store, message online (on your website, google my business listing, social media accounts)
- **How to Shop/Buy Now**
You can come into our business / You can only pick up, no browsing / Call ahead to schedule your visit / Online, In Store, on Social Media
- **Our Hours**
- **What We Are Doing to Keep Staff and Customers Safe**
Online, Print, or Email



MARKETING BUDGET AND PLAN

If at all possible, now is the time to do more marketing and advertising if your budget allows.

Give your marketing plan a tune up. If you budgeted to attend a trade show that most likely won't happen, reallocate those dollars to something more viable.

Focus on existing customers and brainstorm ways to offer additional benefits and services.



Claim your Google My Business page and make sure your information is up to date. Consider Google Ads so shoppers see your business first.

SOCIAL MEDIA AND WEBSITE



Make sure your profiles and website are up-to-date with current information, products and/or services.



Share how customers should visit your business. Let customers know what you are doing to prevent the spread of COVID-19.



Host a Facebook Live event to showcase your products or services and new procedures.



Consider adding online shopping or services if you don't have it already so you can increase your reach, especially if you need to pivot quickly again.



EMAIL

If you have an email list, send them an email to welcome them back and include any new processes or procedures they can expect when visiting you.



This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

PHONE



Nothing beats a personal call. Talk directly to your customers and clients. Spend some time each day calling customers and let them know that you are back in business!