HOW TO RAMP UP YOUR BUSINESS VIRTUALLY

This checklist is designed to look at areas of your business that can make a big impact, with only a little effort. Many of these tasks can be completed by your employees. These tasks will not only make you feel better about your situation today, but set your business up for greater success when things bounce back.

SOCIAL MEDIA: Emergency Essentials. Make sure your customers are up to date.

- ☐ Update your social media pages to reflect current hours, services, etc.
    - o Facebook, Instagram, Twitter, Yelp, Trip Advisor, Google, Chamber Directory
- ☐ Promote any changes in services/hours/closures across ALL platforms. Example: Pin a post to the top of your Facebook page.
- ☐ Post updates as often as they occur
- ☐ Don't forget to keep your cool! Have an emergency response plan for negative comments.
- ☐ Dedicate a team member who can respond to comments and messages.

SOCIAL MEDIA REFRESH: While you are social distancing

- ☐ Claim your Yelp/Trip Advisor/Google business listing.
    - o Google My Business: A completed GMB profile will help you show up in Google search. It will also help you show up Google maps for android users who are looking for your type of business when they're in the area. Google My Business Instructions
    - o Set up your Apple Maps Listing: It's how Apple users find you on their maps when they're in your area. Apple Maps Instructions
    - o Yelp: Claim your business and optimize your page with instructions here.
    - o Trip Advisor: Claim your business and manage your listing. Instructions here.
- ☐ Respond to reviews on all social media channels – Nicely!
- ☐ Update your cover photo(s). All of these images can be easily created with a template on Canva for free.
    - o Facebook cover photo and profile photo:
        - ▪ Cover Photo should be 820px by 360px with the most important elements in the center because the image may be stretched or cropped depending on the device used to view it.
        - ▪ Profile Photo should be 360px by 360px and is usually your logo.
- ☐ Fill out the About Section on your Facebook page.
    - o Include:
        - ▪ Physical Address
        - ▪ Map to your locations
        - ▪ Phone number
        - ▪ Hours of operation
        - ▪ Additional contact information like email and website

- o You can also include:
  - Share who you are and what customers can expect.
  - Business category to help you show up in searches
  - Story Section, allows you to share more about your business than the brief About section.
- ☐ Update your images and about sections for all your other social media accounts: Instagram, LinkedIn, YouTube, Twitter
- ☐ Set up your Facebook Messenger with Instant Reply – automatic response when someone sends you a message through Facebook Messenger. Here's how.
- ☐ Create a batch of social media posts and content for future use.
  - o Creating posts for social media and plan out your posts. There are tools like Canva makes this really easy.
    - Here are some ideas for posts you can create:
      - Important info your customers need to know
      - Any fun giveaways or promotions you have coming up
      - Behind the scenes posts
      - Fun and engaging content like polls and memes
      - Stories about how and why you started your business
      - Community information
        - Once you've created several posts, go ahead and schedule to go out over the days and weeks to come so you won't have to think about them when things get busy again. Here's how to schedule posts on Facebook.

UPDATE WEBSITE:

- ☐ Do you have a website? If not you need one and create a basic on quickly. Even Google has a free platform through Google My Business.
- ☐ Check to make sure it lists the correct location, hours, and contact information.
- ☐ Are your staff, board, and team pages up to date? Often when personnel changes, we forget to update this part of our websites.
- ☐ Do you need to update your images: headshots, products, facilities?
- ☐ Do any of your existing product listings need to be updated?
- ☐ If you've added any new products or services, did you remember to add them to your website?

EMAIL:

- ☐ Clean out your inbox.
- ☐ Create a Library of Swipe Files Whether it's by email, over the phone or on social media, you probably get asked the same questions over and over. A Swipe File is a document where you list your frequently asked questions and your well-crafted response. Then you and your staff can simply copy/paste when responding to future requests. *This would be a great one for an employee to work on, especially if they're the ones that usually respond to those questions.*
- ☐ Check for any emails with actions you still need to take. Have a pen and paper nearby for this one. You may find there are several things you need to add to your calendar and to-do list.
- ☐ Respond to any old "waiting" emails.
- ☐ Create an email signature. Here's a free Email Signature Generator with multiple template options.
  - o It should include:
    - Your Name

- - Your Title
    - Phone number(s)
    - Business Physical Address
  - It could include:
    - Your company logo
    - Link to your website
    - Links to your social media accounts

COMMUNICATIONS:

- ☐ Respond to any reviews and comments you have on Facebook, Yelp, Trip Advisor, Google My Business
- ☐ Update your outgoing voice message
- ☐ Follow up with or check on clients

OVERALL BRANDING

- ☐ Take a look at your branding and see if it needs updating.
- ☐ Update any business cards, flyers, brochures, images, to make sure they are current and accurate.
- ☐ Take a look at your signage – inside and outside of your building. Is message clear and look professional?
- ☐ Update any instructions and information sheets you give to your clients/customers.