

DOWNTOWN MAINSTREET COVID-19 RESPONSE KIT

RETAILERS

1. Online Sales – If you don't already, create an online sales platform, whether as a standalone offering or on your existing website (SEE BELOW FOR DETAILED INSTRUCTIONAL VIDEO)
2. Delivery Options/Curbside Pickup – allow customers to pickup online orders at the curb or have them delivered locally. Consider creating delivery bundles to make this cost-effective. Learn-to-knit kits, craft-in-a-box, movie-watching-pjs-for-the-family, etc.
3. Themed bundle options work well: Bookstores might have mysterylovers bundles, biography-lovers bundles, kids bundles, etc. Pet stores – Create bundles of everything their pet might need for a 2 to 3-month period: dog food/treats/toy bundles, cat food/litter/catnip bundles. It's not anything they wouldn't buy anyway; you're just bundling up enough to last a while. Toy stores – Create bundles for families to stay busy: game and puzzle bundles, arts and crafts bundles, construction toy bundles. Vacuum stores – Create bundles with vacuum bags and cleaning supplies to keep the house disinfected and safe.
4. Membership Pricing – create pre-paid membership programs to spur cash flow now with a promise of future regular engagement. Wine of the month club, Knitting club, etc. Nearly any retail good can be bundled into a monthly membership or subscription option.
5. Online Forums – knitting circles, tutorials, home shopping events, story hour from the bookstore
6. Customized Online Services – personal shopping, home design consultations, etc.
7. Not sure what your customers need? Practice personal clienteling. Take a look at the Top 20% of your customers and have your employees call them up and ask what they might need – then deliver it.

PERSONAL SERVICE PROVIDERS (salons, pet care, therapists, etc.)

1. Online/Virtual Appointments – therapists, health care, etc. can utilize online appointments (Facebook Messenger has one scheduling option) to schedule virtual appointments to those that can't come in person.
2. Membership options can provide cash today and future customer loyalty. A vet membership can cover basic vet care with a monthly fee, people can pre-book future massages, facials, haircuts or other services at a discount to bring in cash today.

FITNESS FACILITIES

1. Live stream fitness classes to those at home.
2. Offer virtual training or form correction to those at home.
3. Host a monthly challenge for users to upload screen shots or watch photos of their at-home workouts to log minutes for prizes.

RESTAURANTS, CAFES AND PUBS

1. Delivery/Curbside Pickup – allow customers to order ahead for delivery or pickup. See the resource guide at the end of this document for setting up delivery partnerships.
2. Family Meal Options – consider a family meal option that packages a family-friendly meal (main dish and sides) as a dinner-to-go option.

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3. Continue your existing bar trivia events with online live-stream options (after, of course, coordinating for pickup of growlers-to-go).

ARTS AND CULTURAL INSTITUTIONS

1. Custom curated/celebrity live-stream tours of venues or displays.
2. Author or artist discussion chats.
3. For individual artists impacted by closed studios, illness or cancelled events, the following resources may be of assistance:
 - a. ArtsReady: Emergency Preparedness Resources for Arts & Cultural Nonprofits:
<https://www.artsready.org/>

ONLINE SALES

Developing an online marketplace has always been a sound strategy for downtown businesses hoping to grow their customer base, but it is now an essential tool for attracting home-bound customers with more time for online shopping and social media exposure. If your business is not already selling via online platforms, the following tips and links provide information to get you up and running quickly. Additional detailed instructions are available in the resources section at the end of this document.

SELLING ON SOCIAL MEDIA

Selling on Social Media: A Complete Walkthrough <https://sproutsocial.com/insights/topics/selling-on-social-media/>

- Simplify the purchase process on social media
 - Customers want to be able to complete their purchases quickly and easily – there should only be a few steps to take the buyer from the discovery stage through the checkout
 - Use “Buy” or “Shop Now” button on Instagram and Facebook ads
- Less is More
 - When selling on Facebook – you will always have the most success when you boost posts or run ads for your products
 - It is important to remember not to overwhelm users or they may be likely to unfollow/block you
 - Make sure to put a frequency cap on your ads so you limit the number of times a user sees your ad
- Work with social media influencers
 - Influencers are people who have an impact on consumers’ purchase decisions. What they say about a product or brand can go a long way towards influencing how people feel about said product or brand
 - After identifying appropriate influencers – you could have them post a photo featuring one of your products – it is crucial that they either tag or mention you so that people know where to get that product
- Product Catalog
 - This is a feature where you can link you inventory in your ecommerce store to your Facebook business profile and begin selling those same products directly on Facebook
 - Your online store and Facebook talk to each other as purchases are made, so your inventory is always correct, and you have more revenue in your pocket

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- You can link the items in your Product Catalog directly to your Facebook ads, so you can reach your customer in a highly targeted way – making them more likely to make a purchase
- Get Personal
 - Users rather see a specific ad for a product they would actually like than see a bunch of ads for items they don't want cluttering up their news feed
 - Promote products that are personalized or tailored to your target customer, and your sales are sure to increase
 - It is important to know your target audience when choosing which social media platform to sell on
 - You will know when you see a shoppable post on Instagram because it will have a small shopping bag icon
 - When a user taps one of these posts they will then see the name of the item and the price
 - You can make a purchase right there in the Instagram app