

FREE WEBINAR:

How to survive COVID19 - as a local
business.



SUPPORT
LOCAL
BUSINESS



HERE IS WHAT WE KNOW:

- ▶ We are in lock down for at least 2 weeks, some resources say possibly 8+ weeks.
- ▶ As we speak, local and federal government are struggling to put some type of plan in place. But the situation is unprecedented.
- ▶ Half of Canadian small businesses have reported a drop in sales due to COVID-19 and a quarter say they won't survive a month if the pandemic continues to significantly cut their income, according to [a new report](#) by the Canadian Federation of Independent Business (CFIB).
- ▶ In this local area more than 80% of small business lack a website or have a website that is outdated, 90% don't offer e-commerce. There is not one complete business directory of all of the active local businesses in the region. (this is just an estimate based on interaction with local chambers, BIA, and economic development agencies.)
- ▶ At this time more people are doing more unbranded product specific searches than ever before. IE: Toilet paper, hand sanitizer, etc.
- ▶ Delivery services are growing rapidly, along with the need for more! There will be many new Green Sprouts commercially.



THINGS ARE CHANGING!

- ▶ Moving forward (short term) , your standard operations will need to change or be modified drastically. Virtual classrooms, virtual fashion shows, e-commerce platforms, single appointments, zoom meetings. etc.
- ▶ Keep in touch with your employees, vendors and customers to monitor changes to their situations as well. 30% of businesses are concerned about effects of supply chain due to closures.
- ▶ We , the Quinte and Central Hastings Regions need to start looking for more solutions within our own communities. How can we as small business owners help each other.
- ▶ Even your social media needs to be more localized, why compete with national or international companies when you sell locally?

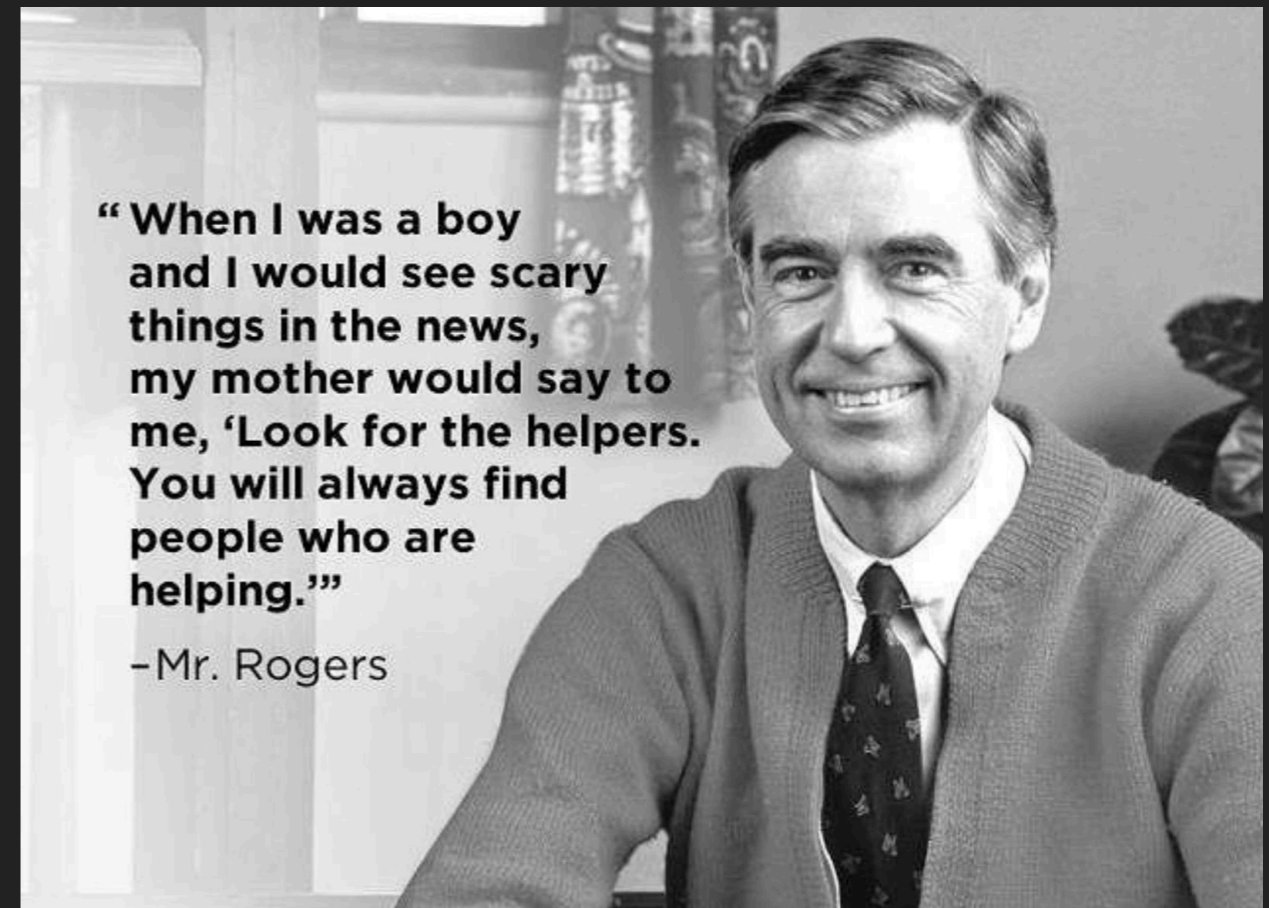
THINGS TO DO NOW TO HELP YOUR BUSINESS:

- ▶ Experiment with new avenues of revenue. Try new ideas. Offer delivery, offer in home services. Offer Virtual Classes, Information sessions.
- ▶ Check with your insurance company about Business Interruption Insurance.
- ▶ Layoff your employees. Since EI eligibility has been fast tracked. You don't have to pay severance as long as they are recalled within 13 weeks in a 20 week period.
- ▶ Work on your social media strategy! **Expand** your social media strategy to more niche platforms: ShopBayofQuinte, Tik Tok, Facebook, Instagram are great but the algorithms work against small businesses. More options without algorithms are better choices for local small businesses
- ▶ BUILD AN E-COMMERCE PLATFORM!
- ▶ Offer e- gift certificates for purchase.
- ▶ Make sure that your hours of operation and information is up to date on Google, ShopBayofQuinte, Yelp , etc
- ▶ Utilize everything FREE, learn how to use it, and use it regularly. You never know where your next lead, sale or opportunity may come from.
- ▶ Learn about the benefits of having a website, SEO and a social media strategy that works together! Book a free consultation with any local digital media company . Do research about how SEO assists small businesses in 2020.
- ▶ Take webinars. Build your knowledge. Local small businesses are experts at what they do!
- ▶ Finish all those little tasks that you never have time for.
- ▶ Make videos of your products and services. Post to Youtube.
- ▶ Build that email subscribers list and use it!



THINGS TO DO FOR OTHER LOCAL BUSINESSES:

- ▶ Comment and Share their posts!
- ▶ Collaborate your services/products with any other business that compliments what you offer.
- ▶ Write reviews of local businesses on Google, Facebook, ShopBayofQuinte.(Even your competition!)
- ▶ Look for new local businesses. Comment and share their posts, share your knowledge about things that are working for you. Ask them what they are doing that is working for them! Strength in numbers!
- ▶ Get take-out from a local restaurant over a franchise or chain restaurant. Tip a little bit more than usual. Buy gift certificates for upcoming birthdays, anniversaries, start Christmas Shopping! C
- ▶ Contact local shelters, non-profits and donate any items you have extra of that they may need. Especially masks, gloves! Many construction sites use masks similar to those needed by first responders. Donate gift certificates from local businesses to local non- profits.
- ▶ Get more than small businesses engaged in the struggle!



POSSIBLE LONG TERM EFFECTS



SELF CARE

- ▶ Exercise
- ▶ Meditation
- ▶ Limit your time online
- ▶ Take a bath
- ▶ Think about what your grateful for
- ▶ Embrace a hobby
- ▶ Read aloud
- ▶ Do video therapy
- ▶ De-clutter
- ▶ Read something upbeat
- ▶ Read a great book
- ▶ Hang out with your pet
- ▶ Learn something new
- ▶ REMEMBER : YOU ARE NOT ALONE IF THIS!



WHAT WE ARE OFFERING SMALL LOCAL BUSINESSES :

1. E-Commerce: Built into our ShopBayofQuinte.ca platform is an e-commerce tool if you need to start selling some items online right away. This tool is easy to use and we don't take a percentage of a sale – though the payment comes through PayPal, so I believe they do take 2.9%. You could sell online and choose to offer pick-up, drop-off or delivery (through a local delivery service). Whatever works for your business.

We are offering to work with you to set it up over the next couple of days.

Starting Friday, March 20, we will offer online seminars on using our free tools to assist your business.

A graphic with a white background. The text 'Oh Yes!' is written in a grey, cursive font. Below it, the word 'FREE' is written in a large, bold, blue, sans-serif font. To the right of 'Oh Yes!', the words 'IT'S' and 'FREE' are stacked vertically in a smaller, grey, sans-serif font.

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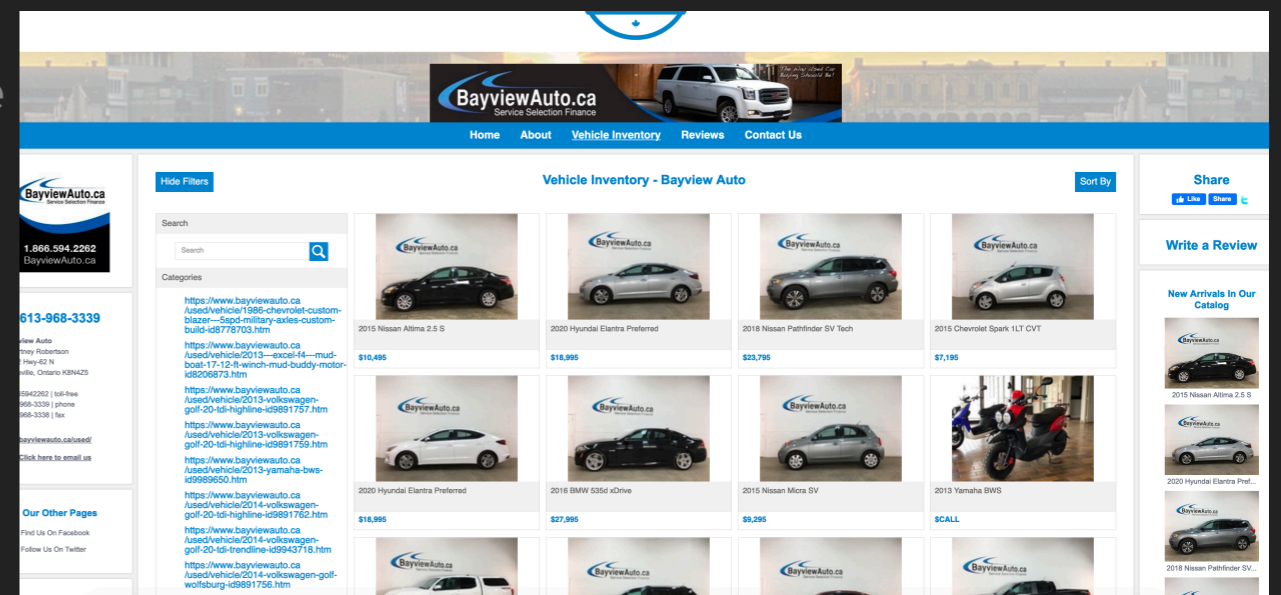
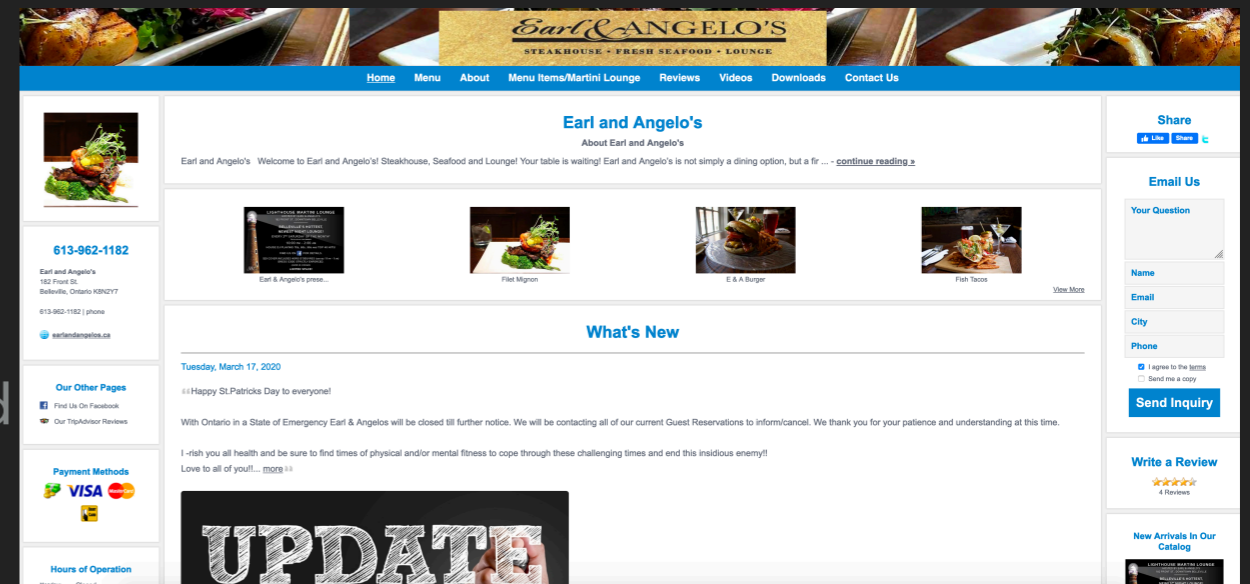
2. Online Gift Cards: There's some good messaging out there about helping to support small businesses right now by buying gift cards to use after things return to normal. And, great news – we have a built in tool for people to be able to do this and IT'S SO EASY TO SETUP. We are also going to put some marketing behind it as the days go on. When you're logged in to ShopBayofQuinte.ca head to Sell Online > E-Gift Cards and add your email address used for PayPal. We will be sharing a link to the list of businesses selling online e-gift cards to encourage consumers to buy them. Please read all the Terms & Conditions and note that we do take a 5% processing fee, because there is work done on our end to verify gift cards over the phone when customers bring them in and to have our bookkeeper send payouts on the 15th of the month.

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WHAT TO DO TO START:

- ▶ Claim your profile on your community site link will be supplied for you.
- ▶ Add your business description, hours, logo and methods of payments.
- ▶ Post regularly to the site. All of your posts are indexed in Google. Keywords, product and service descriptions are great ways to increase your SERP. (search engine results position/page)
- ▶ Contact us to add your menus, marketplace items and gift certificates. We will add the features to your free profile for 30 days.
- ▶ Give it a chance. It works!





QUESTIONS?

Add your business to your local community and it will load into www.ShopBayofQuinte.ca as well. (So no need to post twice)

Pick your community:

Belleville : www.shopbelleville.com/add

Quinte West: www.shopqw.ca/add

Napanee: www.shopnapanee.com/add

The County: www.shoppec.ca/add

Brighton: www.shopbrighton.ca/add

Trent Hills : www.shoptrenthills.com/add

Central Hastings.: www.shopcentralhastings.com/add

LOCAL RESOURCES FOR SMALL BUSINESSES:

Trenval and Small Business Centre : <https://trenval.ca/trenval-and-small-business-centre-clients-connect-with-us-we-are-here-to-assist/>

County of Hastings : https://hastingscounty.com/node/110849?fbclid=IwAR0OndLZ41IVMWE4gpbWFB0z0f4f4ZDrx_ZbfedEJOeoBSq1q7A4X5a-q_c

Resources Professional Association (HRPA) : <https://www.hrpa.ca/Pages/Resource-Centre.aspx>

Make sure to contact your local BIA, Chamber of Commerce and City Council members for updates for your specific community.

We also are happy to help at any time:

Call or text 343-263-1500 or michelle@shopbayofquinte.ca