

## 1. Retail & Service Business Strategies

Retail and service businesses may need to be creative to accommodate new customer habits. Considering the needs of home-bound customers can help shape effective strategies for your business is essential for maintaining even a minimum of sales during the next eight weeks. Consider the following list of potential strategies, grouped by business type, to identify strategies that may work for your business.

### Retailers

- Online Sales – If you don't already, create an online sales platform, whether as a standalone offering on your existing website or
- 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.
- 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.
- 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 option
- Online Forums – knitting circles, tutorials, home shopping events, story hour from the bookstore
- Customized Online Services – personal shopping, home design consultations, etc.
- 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.)

- 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.
- 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

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

## 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.

## 2. Example Marketing Materials

### Facebook: Product Catalog

- Links your ecommerce store to your Facebook profile to sell directly on Facebook. Buy now and shop buttons are available to customers
- Alternatively, buying via comment to Facebook posts and direct sales via Paypal can work as well, or a combination of online and virtual shopping sales.

### Instagram: Shoppable Posts

- When selling on Instagram, you can connect product catalog like you can on Facebook since the platforms are linked together

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

## For Businesses

Many businesses have developed innovative products and services, or are packaging existing services to accommodate social distancing. Below are some creative marketing messages and social media posts that highlight unique services that acknowledge their customer's needs.

**Credit/debit only**

# Curbside Pick up

TEXT YOUR ORDER TO 715.513.7791  
AVAILABLE DURING STORE HOURS ONLY



Poppy Popcorn Co

We're a soap and gift store and we have a tester sink on our floor. We put our this sign this afternoon. Today we had several folks come in to use the sink, including a reporter who thought it might be a good idea to do a story on how local businesses are preparing. The coffee shop across the street from me is going to give coupons to folks that wash their hands at our place first.



4 2 Comments

Like Comment

Downtown Kenosha 17 hrs

Come check out this great facebook sale happening Monday at Lulu Birds #supportsmall



## Facebook Sale

Lulu Birds

Gift Shop

Lulu Birds 18 hrs

In light of current events and for the safety of our staff and customers we will be closed this week. Watch for our Facebook Sale post Monday afternoon for savings on some amazing pieces! You'll be able to purchase over the phone and schedule a private pick up time or delivery for a fee.

2 Comments 2 Shares

Like Comment Share



Downtown Kenosha  
Yesterday at 11:59 AM · 🌐



This is an awesome sale for entertaining your kiddos!



Duck Duck Goose Children's Shop

Yesterday at 10:37 AM · 🌐

👍 Like Page

Kids Mystery Survival Kits. Unbox one today!!

Each box is \$20 ((including tax) \*all boxes will contain a value over \$20)) and can be picked up in store, curbsi...  
See More

👍❤️ 21

8 Shares