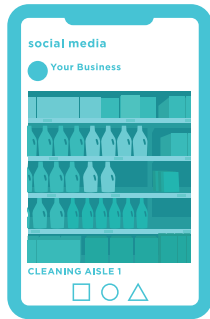
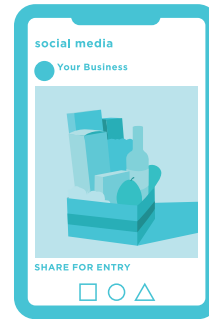


# 5 TIPS FOR MAINTAINING CUSTOMERS DURING COVID-19



## Digitize Your Inventory

The “New Normal” encourages people to stay home and to limit their physical interactions. This leads to less in-store browsing. Instead make “browsing” digital with high resolution pictures of either individual items for sale or images of shelves. For customer easy access, these images should be placed in either an album on social media or a separate directory on your website.



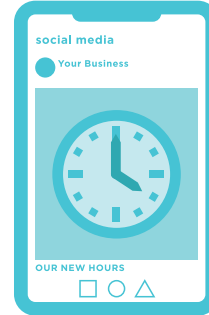
## Social Media Contests

Use your social media accounts for contests. Customers are always excited to win something. Offer up an item to be won with entry being page likes or shares. Having more people like or share your posts will increase your visibility on social media, thereby increasing your viewer base. Make sure you post the winners to encourage more liking and sharing.



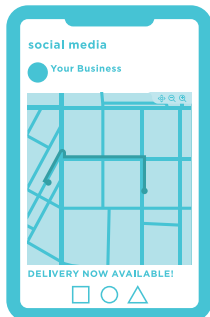
## Social Media Activity

Apart from offering online contests, offer up branded items or ideas for customers to do at home and share on social media. Or invite them to use a branded item and post a picture of it in use. Distribute a branded colouring page for kids and encourage parents to share the results. This will endorse the good will of your company and provide online content for you.



## Up to Date Hours

Keeping your business hours up to date is important to your customers. If they show up and the store is not open they are likely to harbour resentment. Remember to update in all commonly used places, such as: your website, Google, social media platforms. Keeping them consistent will help keep your customers informed and know when to shop.



## Delivery or Curbside Pick Up

Right now it's important to maintain and promote physical distancing to reduce the amount of people moving from store to store and to give customers peace of mind. An easy and convenient way is to have customers order by phone or online, then offer home delivery or curbside pick up. You can even set up numbered tables outside your store for convenience.

## More Marketing Advice

Clarke Creative is there. We offer high resolution pictures, can create and customize illustrations for colouring pages or help guide you through setting up a social media post. Drop us a line at any of the following.

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