

COVID-19 RESPONSE CHECKLIST

COMMUNICATION

COMMUNICATE WITH YOUR CLIENTS

- SEND ANNOUNCEMENT
- SCHEDULE SOCIAL MEDIA POSTS
- CREATE WEBSITE POPUP

MOVE ONLINE

MOVE YOUR BUSINESS ONLINE

- UPDATE/SET UP ONLINE SCHEDULING
- CREATE CONTACT-LESS SERVICE OPTIONS
- UPDATE BUSINESS HOURS/AVAILABILITY

PROMOTE

OFFER PROMOTIONS

- CREATE COUPON/ALLOW PURCHASE OF GIFT CARDS ON YOUR SITE
- CREATE AN AUTOMATED CAMPAIGN TO INVITE LEADS TO SCHEDULE AT A DISCOUNTED RATE
- PLAN YOUR REOPENING EVENT