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**THANK YOU  
FOR JOINING  
US**

**WE WILL BE STARTING  
THE WEBINAR AT 3PM**

Helping businesses is our business

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# 3 TIPS TO HELP SMEs SURVIVE

**THROUGH INNOVATION,  
ADAPTATION &  
COMMUNICATION**

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# 1. Innovation

Think differently about the products or services you do currently (or could potentially) offer and how to make these accessible



# Ask yourself what you can do differently?



## **Hairdressers**

sell products online



## **Drivers**

do a food collection and delivery service



## **Cookery schools**

sell products online



## **Gyms**

host online fitness classes



## **Music teachers**

give one-to-one training via a webinar



## **Make up artists**

do online masterclasses and tutorials



## **Restaurants**

offer home delivery

# Why marketing is vital – now, more than ever

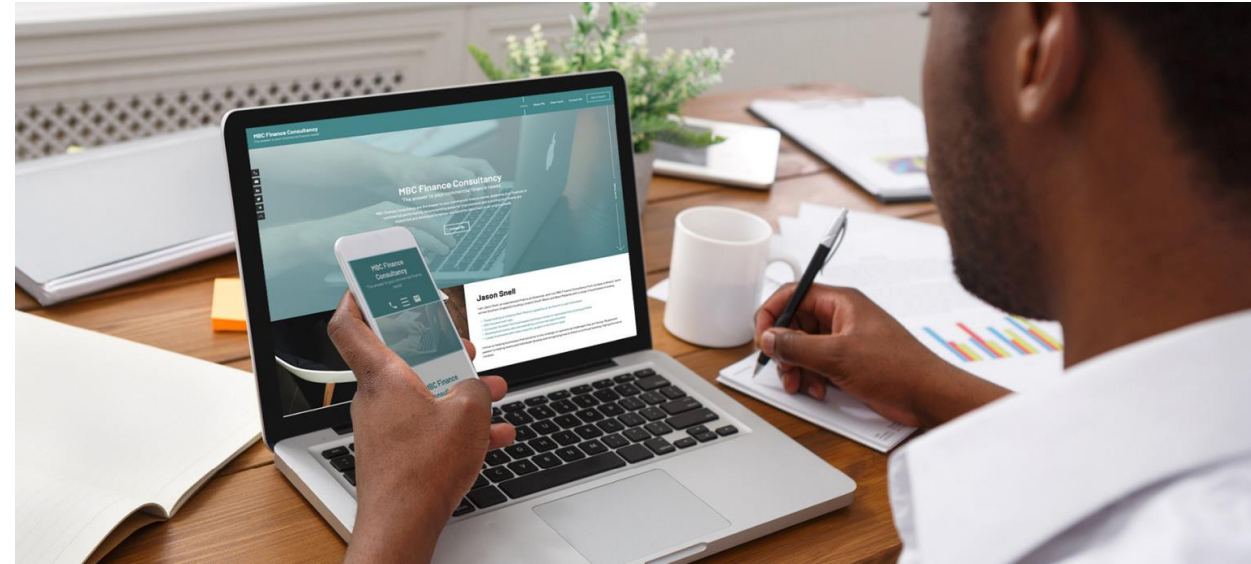
- Covid-19 has meant hitting the pause button on 'business as usual'
- Forced us to say a temporary goodbye to face-to-face contact
- Necessitated a shift of focus from growth to survival.

To survive, SMEs need to **innovate** and **adapt**



## 2. Adaptation

Adapt your website –  
It just became the face and personality of your business!



# Add an announcement and/or pop up

**Such as on your home and/or contact page**

## **What you might want to announce:**

- Changes to opening hours
- Changes to your delivery times
- Orders turnaround information
- New forms of contact
- New services
- Extra health and safety precautions you're taking

# Add online payment options

**Your services remain valuable, so don't feel like you have to give them away for free**

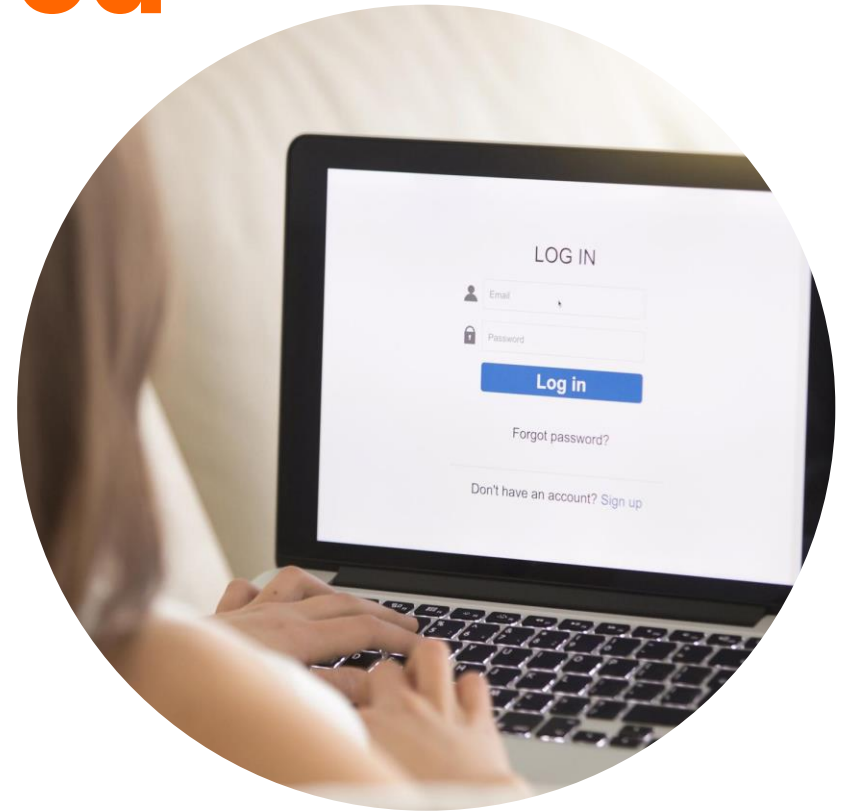
Pay Here

## **Accept online payments**

- Gift cards
- Access to online courses
- Access to video classes

# Create a members' area

- Online videos
- Training courses
- Customer support
- Secure information



# Add offers and discounts

- Incentivise customers to buy your products and/or services online.
- Update your delivery options



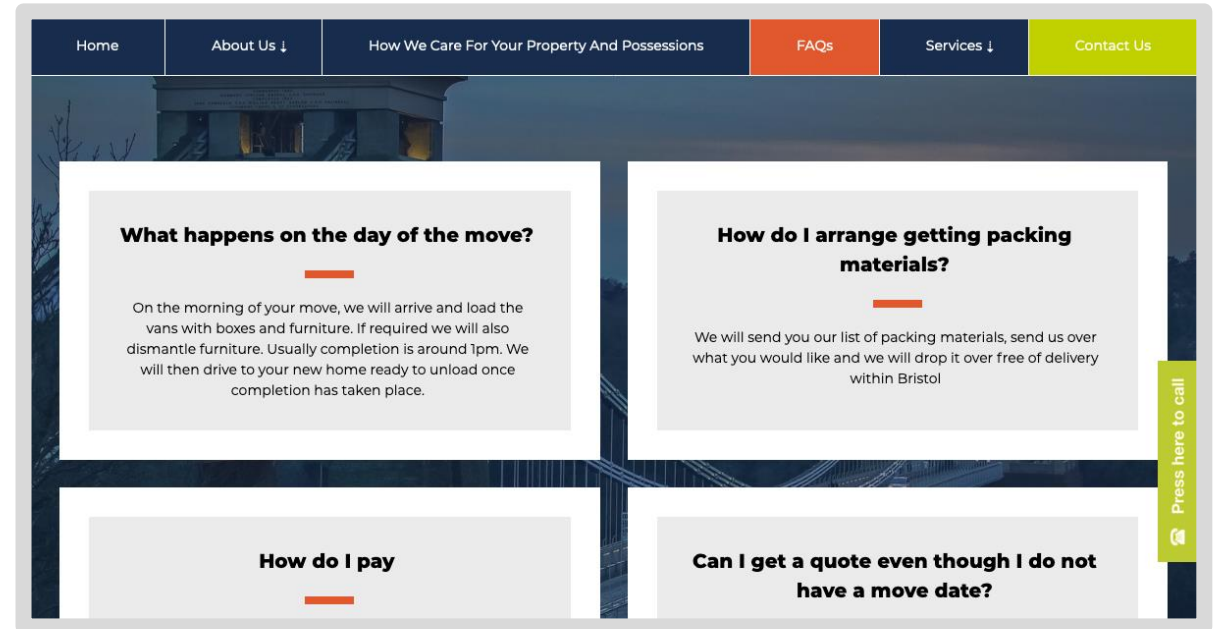
# Keep your blog updated

- Promote new products and services
- Encourage repeat visits and let customers know you're intent on making a comeback
- Regular, keyword-optimised posts
- Also it lets Google know your website is active – SEO advantages

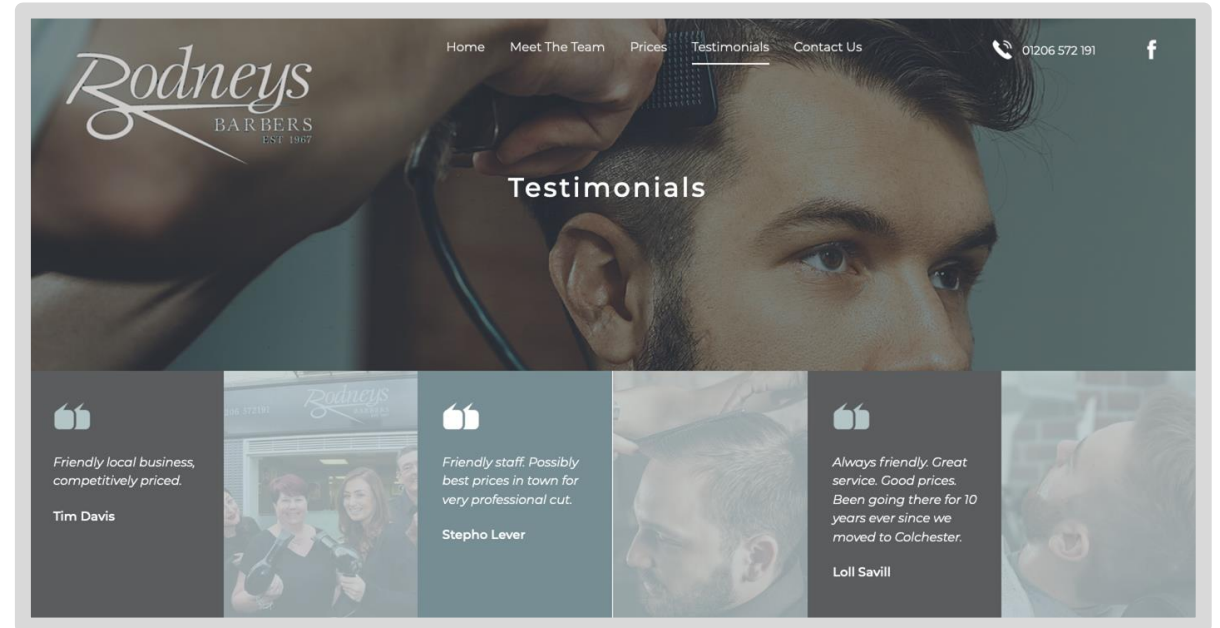


# Create or update a FAQs page

- Check all your current FAQs still apply
- Amend any that do not to reflect the changes to your business and the products and services you're offering during this time

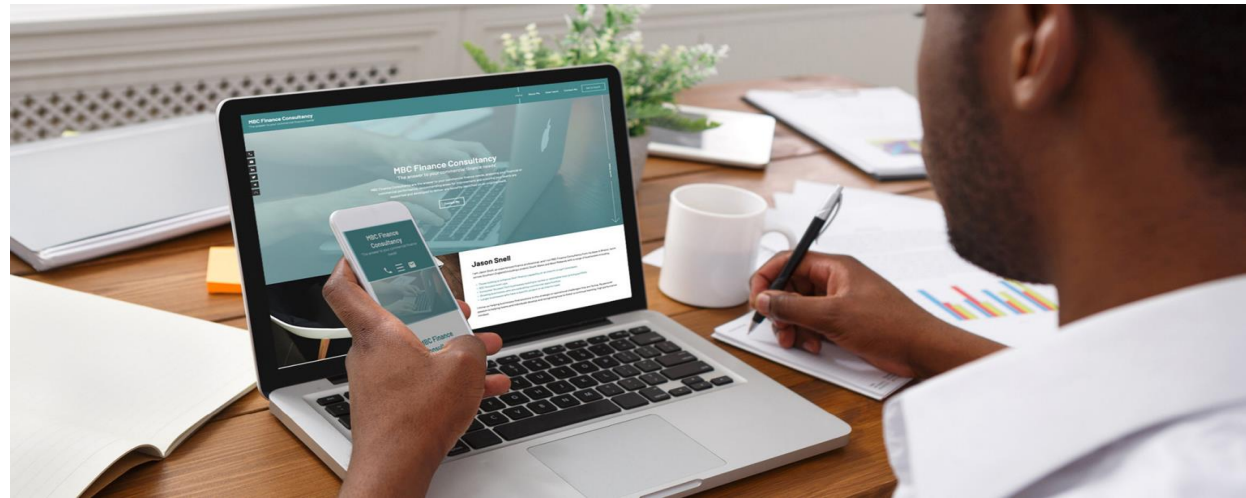


# Add recent reviews



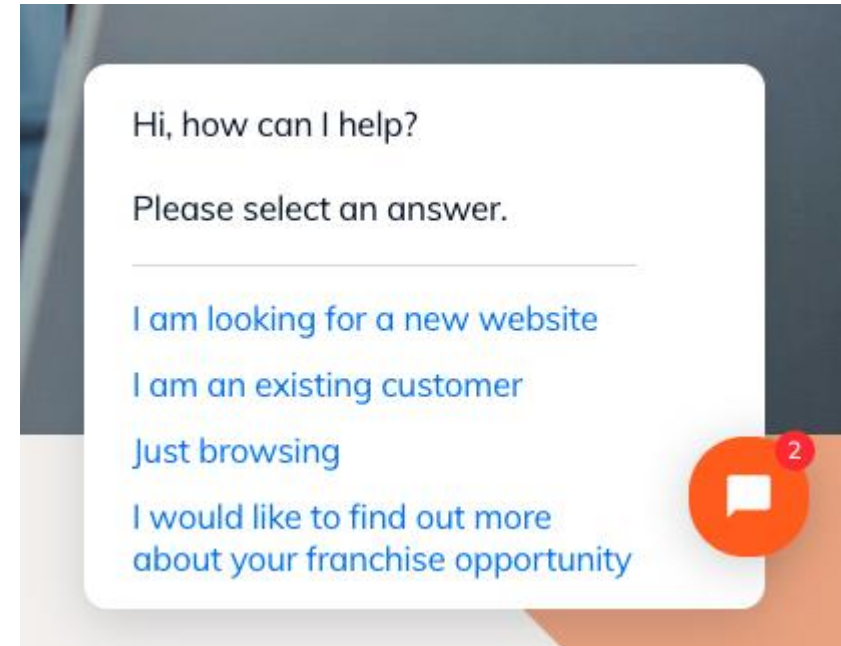
# 3. Communication

Stay in touch – transparency and approachability during this time could be all it takes to secure long-term customer loyalty



# Add a chat functionality

So that you can respond to any website queries concerning your business in a timely, 'contact free' manner.



# Take to social media

## It's a great place to:

- Start informal conversations
- Find out what customers want
- Get feedback on ideas
- Let people know what's going on with your business

## Not set up yet?

There's no time like the present to put your business out there and make your voice heard online.

But remember, responsiveness is really important in social forums, just as it is with any customer communication.

# Take meetings online

**By switching to virtual tools such as**

- GoToMeeting
- Zoom
- WhatsApp
- Skype



# Send out emails

- Send personal emails if you have a small client base
- Or if you've a larger customer and/or prospect database, use Mailchimp



# Use the phone

- Reassure customers personally
- Check their order has arrived ok



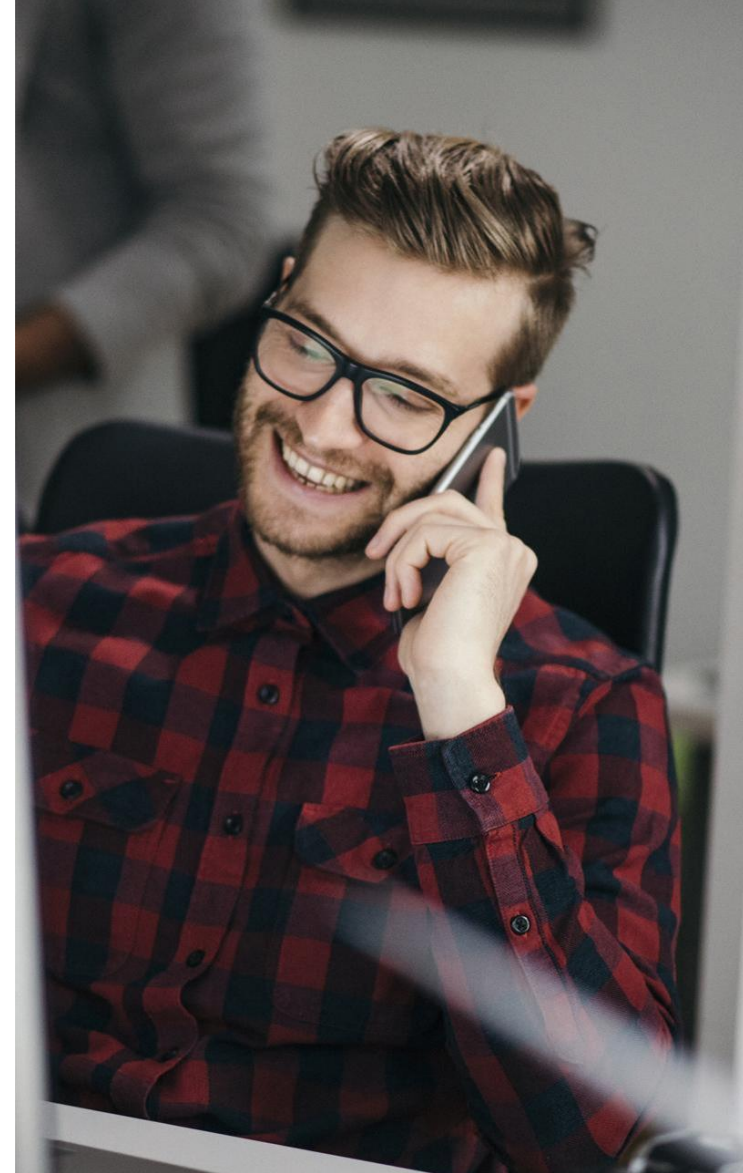
# Update your Google My Business

- To reflect any changes to your opening hours
- Add Q&As about changes to your service
- Note: Google has reduced its staffing level so any changes take longer to process than usual



# Remember...

- There's no single right way to stay connected with your customers
- The most important thing is to find a way that works for your business, and be consistent.
- Customers will value your consistency during these uncertain times, even if you're unable to provide them with the products and services they usually expect.



# Survival Tips for SMEs

- Adapt your offering
- Ensure you have an updated, engaging website
- Thoughtful digital communications
- And a fighting spirit

**You can make sure you can reopen your doors and continue to service your customers when this challenging episode is over.**



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