

Leading Your Business Out of the COVID Crisis Part 1

Kansas SBDC at JCCC & SCCC



JOHNSON COUNTY
COMMUNITY COLLEGE



SEWARD COUNTY
COMMUNITY COLLEGE



Who is the KSBDC?

- ▶ Grant-Funded Program
- ▶ “*Growing Kansas Entrepreneurs*”
- ▶ Serving Entrepreneurs, Start Up and Existing Small Businesses in:
Johnson, Wyandotte and Miami Counties
- ▶ Small Business Training Workshops listing available at:
<https://www.jccc.edu/academics/ce/>



Register With the Kansas SBDC Office Near You

<https://www.kansassbdc.net/>



Meet Staff from Kansas SBDC



Jessica Johnson
JCCC Regional
Director



Maria Dennison
SCCC Regional
Director



John Addressi
CGBP



Stephanie Willis
CVGA & CGBP



Jack Harwell
CEPA

Notes About This Webinar

- ▶ Send questions during the presentation
 - ▶ Press on the thumbs up to vote on a question
- ▶ We will answer the most popular questions during the webinar
- ▶ We will answer questions today to clarify what is presented
 - ▶ Contact your SBDC office for more assistance
- ▶ An email follow-up will be sent:
 - ▶ All questions will be documented and answered in an email
 - ▶ Link to recording will be sent

NOTICE

- ▶ You should consult a qualified professional (advisor, attorney, accountant) to understand the impact to your business.
- ▶ We recommend you delay making decisions until you have a detailed understanding of how these programs affect your specific business.

Agenda

- ▶ Financial Planning with Projections
- ▶ Marketing Strategies
- ▶ Sales Strategies
- ▶ Q & A Session

Develop Stress-Tested Financial Projections

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the slide, creating a modern, dynamic feel. The text is positioned on the left side of the slide, set against a plain white background.

Expect a New Normal

LONG-TERM COVID-19 RAMIFICATIONS

93%

say it will **impact** the way their businesses operate

69%

say it's likely "large operators in my industry will have a **bigger advantage over small businesses** than they did before the pandemic"

68%

will likely **permanently change** their business models

Source: Goldman Sachs Small Business Survey, Apr 20-21, 2020.

**Weakness
for a while...**

Demand

Buying power

Capacity

Opening Your Business During COVID-19 Crisis

- ▶ Emergence will be in degrees
- ▶ Respect individual needs for social distancing
 - ▶ Not everyone will be at the same comfort level
 - ▶ Include assurances in messaging
- ▶ Follow CDC recommendations for business response
 - ▶ Cleaning and disinfection
 - ▶ PPE
 - ▶ Reduce risk of transmission
- ▶ Be flexible and adapt
 - ▶ Read your audience and adjust
 - ▶ Creativity that resonates with your audience

Sample Industry Outlooks per IBIS World

- ▶ Construction
- ▶ IT
- ▶ Manufacturing



Construction in the US per IBIS World

- ▶ While growth is expected to be relatively subdued as a result of the COVID-19 (coronavirus) pandemic, residential construction activity in 2020 is expected to be helped by relatively low interest rates.
- ▶ Some construction projects that were expected to come on line in 2020 may be delayed to 2021, when economic activity stabilizes.
- ▶ The value of private nonresidential construction is expected to decline in 2020, which is likely to significantly hinder industry revenue growth for the year.

IT services, per IBIS World

- ▶ Revenue growth for the IT Consulting industry has been adjusted to a decline of 4.3% in 2020, reflecting a reduction in private investment in computers and software amid a broad economic contraction due to the COVID-19 (coronavirus) pandemic. For more detail, please see the Current Performance chapter.
- ▶ However, businesses that are modifying their operations to support remote working are likely to demand industry services, tempering this overall decline in demand somewhat. For more detail, please see the Demand Determinants chapter.
- ▶ Additionally, demand from governmental entities, particularly those coordinating a response to this ongoing public health crisis, may bolster this industry somewhat during this period of contraction.

Manufacturing in the US, per IBIS World

- ▶ Revenue growth for the Manufacturing sector has been adjusted to a 18.4% decline in 2020, due to constricted economic activity expected as a result of the COVID-19 (coronavirus) outbreak. For more detail, please see the Current Performance chapter.
- ▶ Weakened demand in the final years of the period, combined with hindered activity in 2020, is expected to lead to limited industry profitability in 2020. For more detail, please see the Cost Structure Benchmark chapter.
- ▶ State government restrictions to combat the virus are likely to weaken sector demand drivers throughout 2020. For more detail, please see the Demand Determinants chapter.

Restaurants in the US per IBIS World

To the detriment of the industry, the mandatory closure of nonessential businesses stemmed from the COVID-19 (coronavirus) outbreak is expected to hurt industry revenue in 2020. Therefore, over the five years to 2020, IBISWorld expects industry revenue to grow an annualized 1.0% to \$170.5 billion. **However, in 2020 alone, revenue is expected to decrease 4.5%.** For this reason, industry profit, which is generally low across the industry, is expected to decrease, driven by the indefinite shutdown of restaurants at the end of the five-year period.

“New normal” for restaurants

- ▶ Monitoring employee health with temperature checks at the beginning of a shift
- ▶ Servers wearing gloves and face masks
- ▶ Disposable menus or ones that can be easily sanitized
- ▶ Plastic partitions between tables
- ▶ Contactless transactions (including credit cards over cash)
- ▶ Continually disinfecting in high-traffic areas
- ▶ Single serve packages of condiments

“KC restaurants gear up for reopening that won’t be so grand: half-full dining rooms”

April 23, 2020 | The Kansas City Star

Social distancing and capacity

- ▶ “Space tables 6 feet apart in dining areas or seat customer groups at least 6 feet apart; space patrons at bar or counter seating at least 6 feet apart.”



[Link to CDC Guidelines for Reopening the Country](#)

Steps to Developing Stress-Tested Financial Projections



Determine Revenue Constraints



Develop Multiple Revenue Scenarios



Calculate Adjusted Margin



Calculate Break-Even Overhead



Set Fixed Cost Targets



Calculate Available Labor Dollars

Determine Revenue Constraints

- ▶ Plan Reconfigured Facilities
- ▶ Identify New Capacity Limitations
 - ▶ Facilities
 - ▶ Staffing
 - ▶ Supply
- ▶ Factor in Customers' Wide Range of Risk Tolerance
- ▶ Establish Modified Financial Plan
 - ▶ Up to three scenarios

Review Last Year's Revenue

	May	Jun	Jul	Average
Last Year Revenue	\$ 57,750	\$ 69,300	\$ 73,920	
Average Ticket	\$ 42.00			
# Days	31	30	31	
Last Year Avg Daily Traffic	44	55	57	52

- ▶ Determine baseline revenue
- ▶ Identify and calculate operational metric
 - ▶ For restaurant: Average Daily Traffic

Develop Multiple Revenue Scenarios

Estimate Daily Traffic

Last Year Average Daily Traffic	52
Daily Traffic as Percent of Seats (120)	43%
New Seating Capacity	50
Projected Daily Traffic (@ 43%)	22

Calculate Revenue Max. Capacity

Projected Daily Traffic (@ 43%)	22
Average Ticket	\$ 42.00
Average Daily Revenue	\$ 910
Average Weekly Revenue	\$ 6,370

Create Revenue Scenarios

Scenarios		
Low	Med	High
50%	75%	90%
\$ 3,185	\$ 4,778	\$ 5,733

Your scenarios
may have
different
revenue levels

- ▶ Reconfigured dining room
 - ▶ average daily traffic to 22 vs. 52 prior to COVID-19
- ▶ Three scenarios are considered: 90%, 75% and 50% current capacity

Stress-Tested Financial Projections

Remaining Steps in Spreadsheet:

3. Calculate Adjusted Margin
4. Calculate Break-Even Overhead
5. Set Fixed Cost Targets
6. Calculate Available Labor Dollars

crisis average weekly financials for your business. Choose a period prior to
for "Pre-Crisis" numbers. For example, 2019 averages.
and Labor (if applicable) separately.
Margin will be calculated.

Revenue (pre-crisis)	\$	6,426
	\$	2,506
	\$	1,232
COGS	\$	3,738
Gross Profit	\$	2,688
Margin		41.8%
Adjusted COGS	\$	2,506
Adjusted Gross Profit	\$	3,920

Manage Staffing Levels

The background of the slide is white with abstract blue geometric shapes on the right side. These shapes include overlapping triangles and polygons in various shades of blue, ranging from light sky blue to dark navy blue. The shapes are layered, creating a sense of depth and movement.

Influences on Staffing Decisions

- ▶ Federal funding relies on hiring back employees
 - ▶ Less productivity
- ▶ Employee availability
- ▶ Employers should make best, good-faith efforts to ensure employee safety
 - ▶ Social distancing
 - ▶ Cleaning and disinfecting
 - ▶ Private testing where available (temperature at a minimum)
 - ▶ Mandatory masks
 - ▶ Send employees home when symptomatic
- ▶ Unemployment Insurance will affect future rates

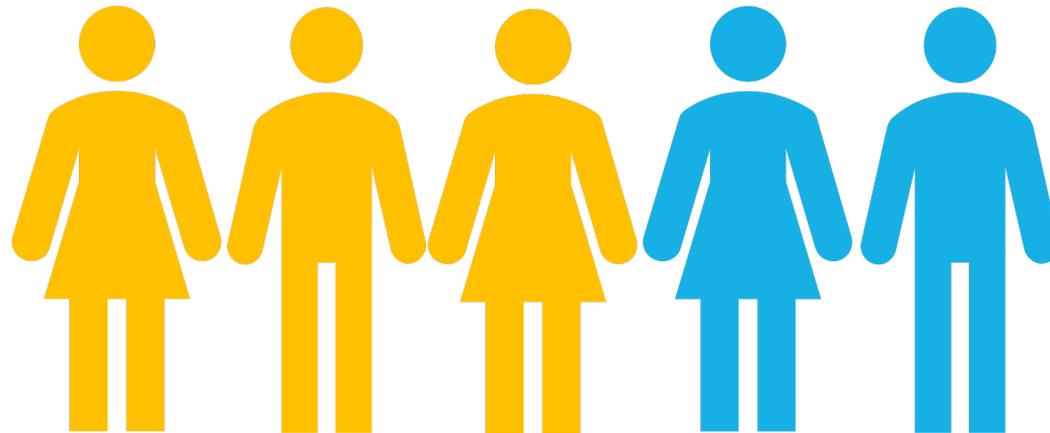
Determining Staffing Levels

Considerations:

- Funds available
- Unemployment insurance
- Long-term staffing requirements
- Short-term cash availability
- Workload in new environment

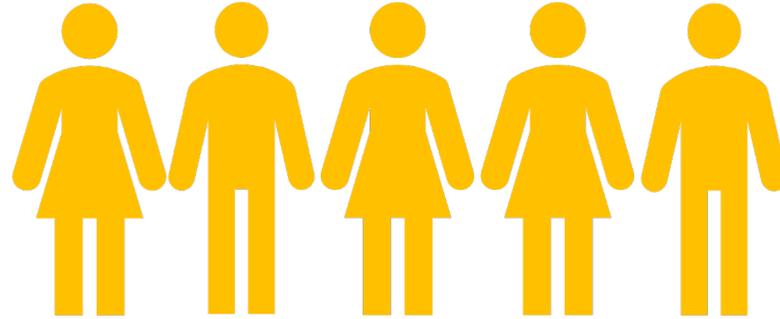
Example:

- ▶ 5 employees
- ▶ Reduced demand requires 2 employees
- ▶ Additional work (disinfecting, etc.) requires 1 employee
- ▶ Total staffing: 3 employees

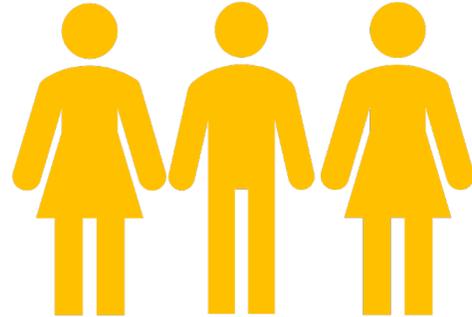


Options for Staffing

Full Staff:
Use PPP and
forgiveness



Reduction in Force:
Reduce staff to
long-term
expectation



Shared Work Program:
Share reduction
with all
employees



How Does Kansas Shared Work Program Work?

- ▶ An employer can reduce work hours across the board or with certain employees (min. 10%)
- ▶ Work hour reductions must be between 20% and 40%
- ▶ Unemployment Insurance will supplement pay matching the reduction
- ▶ Benefits:
 - ▶ Retain skilled workforce
 - ▶ Provide employment for entire team
 - ▶ Reduce break-even sales requirements

Example:

- ▶ Employer reduces work hours 40% for staff of five (24 hours per week)
- ▶ Average pay rate is \$15 per hour
- ▶ Employer saves \$1200 per week
- ▶ Employee receives \$1,050 per week
 - ▶ \$450 over normal pay

Weekly Paycheck (24 hrs @ \$15)	\$	360
State Unemployment (KS)	\$	96
FPUC (CARES Act)	\$	600
Total Weekly Amount	\$	1,056

Employee Retention Tax Credit

- ▶ Up to \$5,000 per employee tax credit
 - ▶ If full or partial shut-down of operations due to COVID-19 crisis
 - ▶ Triggered if revenues fall below 50% in a quarter (year over year)
 - ▶ Ends if revenue climbs above 80% from previous year's quarter
 - ▶ Effective for Q2, Q3 & Q4 2020
- ▶ Another option for funding payroll
- ▶ This program may be another solution for businesses with:
 - ▶ Lower wage employees (\$12 and under)
 - ▶ Longer duration of downturn (3 quarters)
- ▶ Companies cannot take both PPP and Employee Retention Tax Credit

Controlling Your Cash Flow

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Be the Gatekeeper

- ▶ Create a Rhythm
 - ▶ Weekly Cash Flow Plan (13 Weeks)
 - ▶ Weekly Review of Cash Balance, Receivable and Payables
- ▶ Make Decisions Based on Needs and Customer Orders
 - ▶ Identify cash available for payables
 - ▶ Rank priorities of vendors/payments
 - ▶ Pay the priorities, communicate with the others
- ▶ Open Communications with Vendors
 - ▶ Share your process
 - ▶ Inform them of your decisions
 - ▶ Let them vent, but keep your cool
 - ▶ Stick to business, professional and fact-based

Inventory



Take stock of available inventory



Cancel all open orders not critical to cash flow



Order minimum quantities - even if paying a premium

+5% on price vs. double the amount needed could be a good deal!



Make a focus list for the sales team

Customers, Vendors, Employees... We're All In This Together

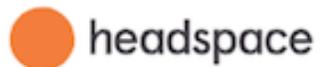
Employees

- You drive the new normal
- Set clear expectations for limits on spending
- Establish new procurement processes - you should approve everything!

Vendors

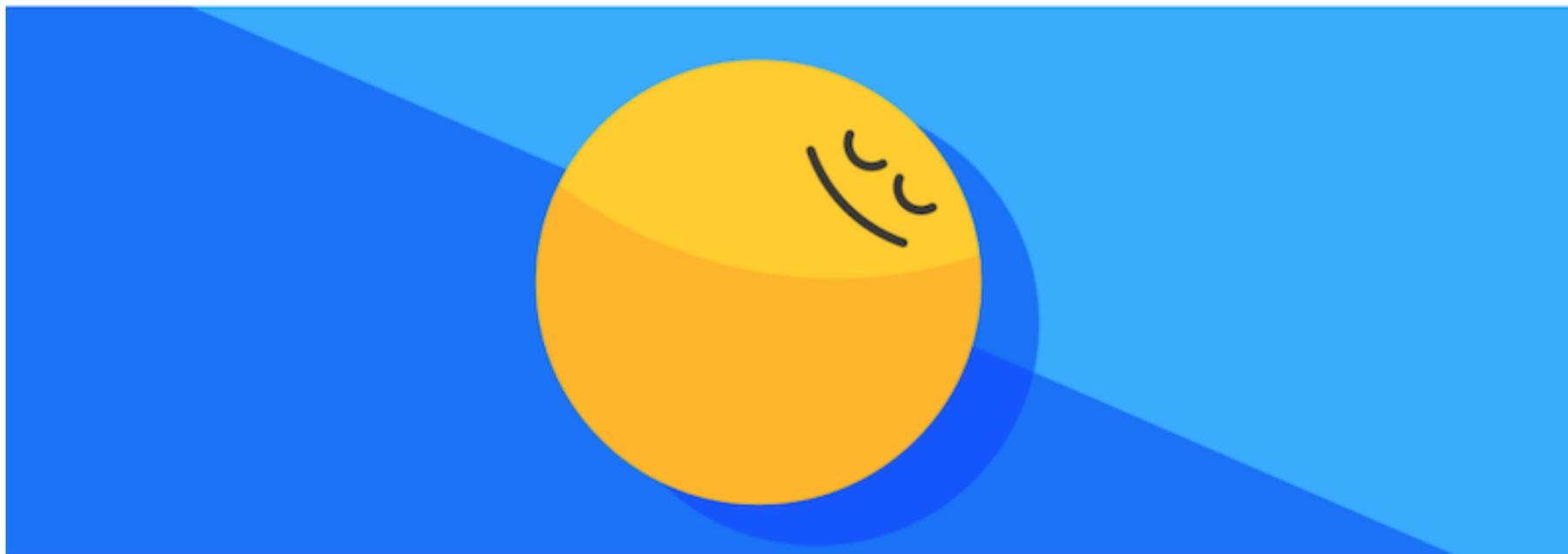
- Vendors understand your pain, so talk about it
- You may need to withhold payment or refuse shipments
- Hiding from vendors will only cause resentment
- Be as firm as needed, but keep them updated on where they stand

Marketing during crisis



THE SCIENCE BLOG FOR WORK HOW TO MEDITATE HELP | LOG IN

Try for free



We're here for you

There are a lot of unknowns in the world right now. But one thing is certain — **Headspace is here for you.** To help support you through this time of crisis, we're offering some meditations you can listen to anytime.

Marketing during crisis

- ▶ Maintaining (human) relationships
- ▶ Not letting your business be forgotten (4K - 7K)
- ▶ Reassurances (health, business survival)

“I especially wanted to thank you for your conversation on jumping out in front of the coronavirus and taking precautions. We were able to send out an email Thursday to notify our clients and we have yet to have any cancellations or postponements at this time. Our clients seemed to appreciate the precautionary steps.”

KSBDC Client

Dove did it very well:





Beethoven's #9 Restaurant
March 16 · 🌐

As we plan out what the future looks like for us, we wanted to reach out and ask for your opinion on an idea we have. Would you be interested in choosing from a few set meals that you could pre-order and pick up to take home? If this sounds like an option you would be interested in, which of our meals would you like to see us offer?

👍❤️ 50 69 Comments 1 Share
👍 Like 💬 Comment ➦ Share 👤

Most Relevant

Kathleen Leibach
Schnitzel and desserts !!
Like · Reply · 6w 👍 2

Beethoven's #9 Restaurant
Kathleen Leibach we will see what we can do 😊
Like · Reply · 5w 👍 1

Lynda Huffman
Bierox!
Like · Reply · 5w 👍 1
↳ 1 Reply

Amy Cada
Beef stroganoff should travel great! But schnitzel is all that in my book! I would travel for anything on your menu!!!
Like · Reply · 6w 👍 3

Beethoven's #9 Restaurant

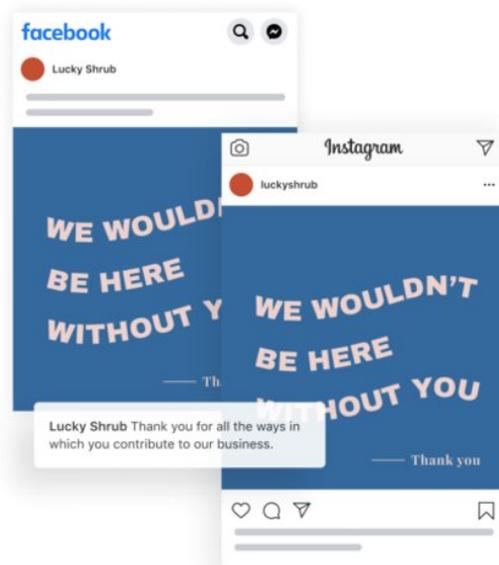
Write a comment... 😊 📷 GIF 🗨️

Marketing post crisis

Expressing Gratitude

Use one of these templates to express gratitude for your community.

Facebook recommends keeping it short to simply communicate that you're united with your community.



▶ Health assurances

- ▶ Processes in place
- ▶ Manage expectations
 - ▶ no waiting rooms
 - ▶ reservations required
 - ▶ meter demand
 - ▶ occupancy limits by law
- ▶ Gratitude

Templates available:

<https://www.searchenginejournal.com/facebook-covid-19-templates/361568/#close>



Merichka's Restaurant



April 24 at 8:06 PM · 🌐

With all the craziness that has gone on recently I forgot to say how grateful we are to be celebrating our 87th year with you. April 18th 1933 my Great Grandmother started selling sandwiches off her front porch. From that time through today, generation after generation, many different families have dined with us. Whether it's in our restaurant or in your home, when you enjoy a meal from us nothing means more. These are crazy times, and seeing so many of you visit us for carry-outs means the absolute world. Thank you, from the bottom of all of our hearts, here at Merichka's. Here's to many, many more years of serving our loyal customers. Stay safe and healthy!!!

   844

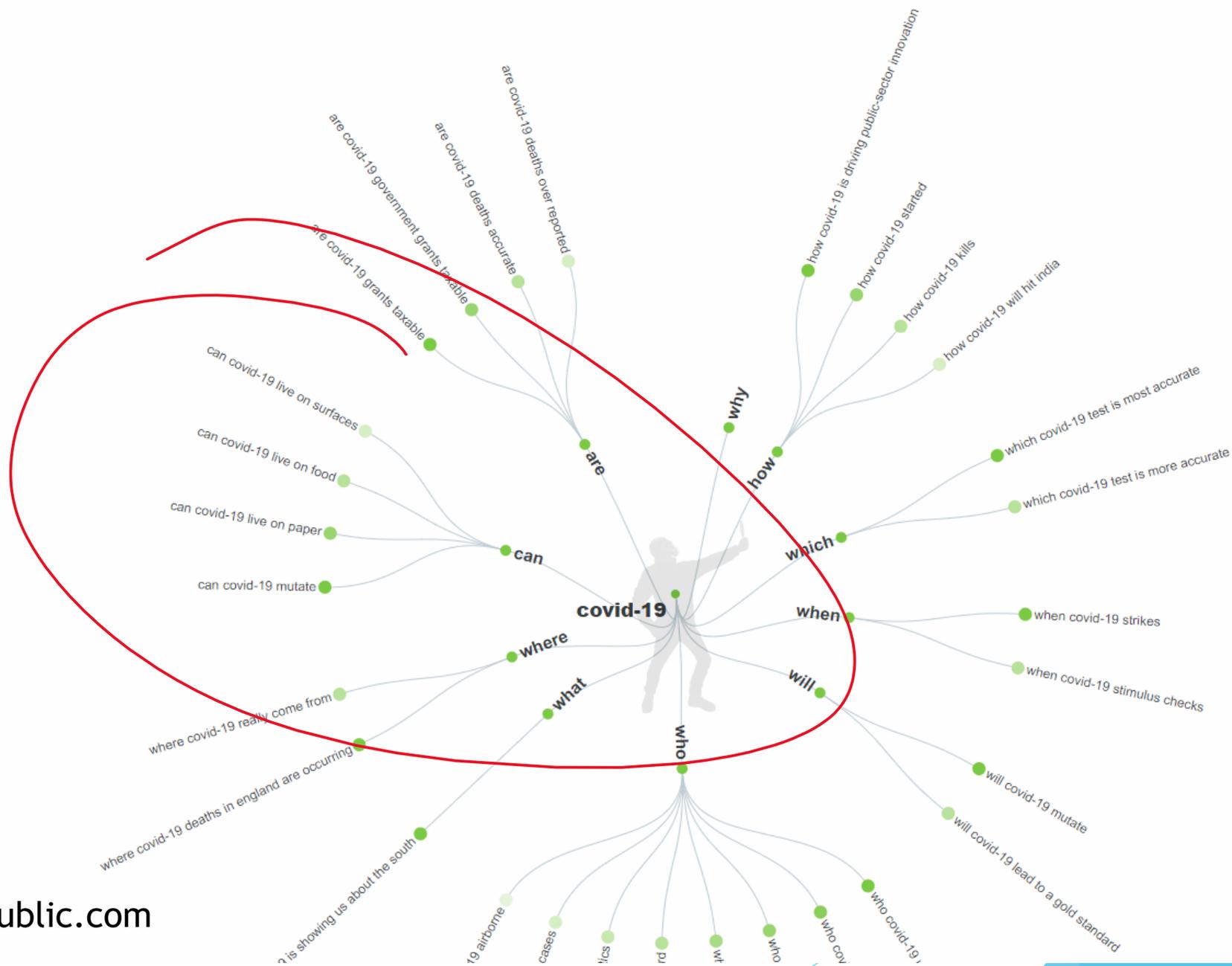
139 Comments 78 Shares

 Like

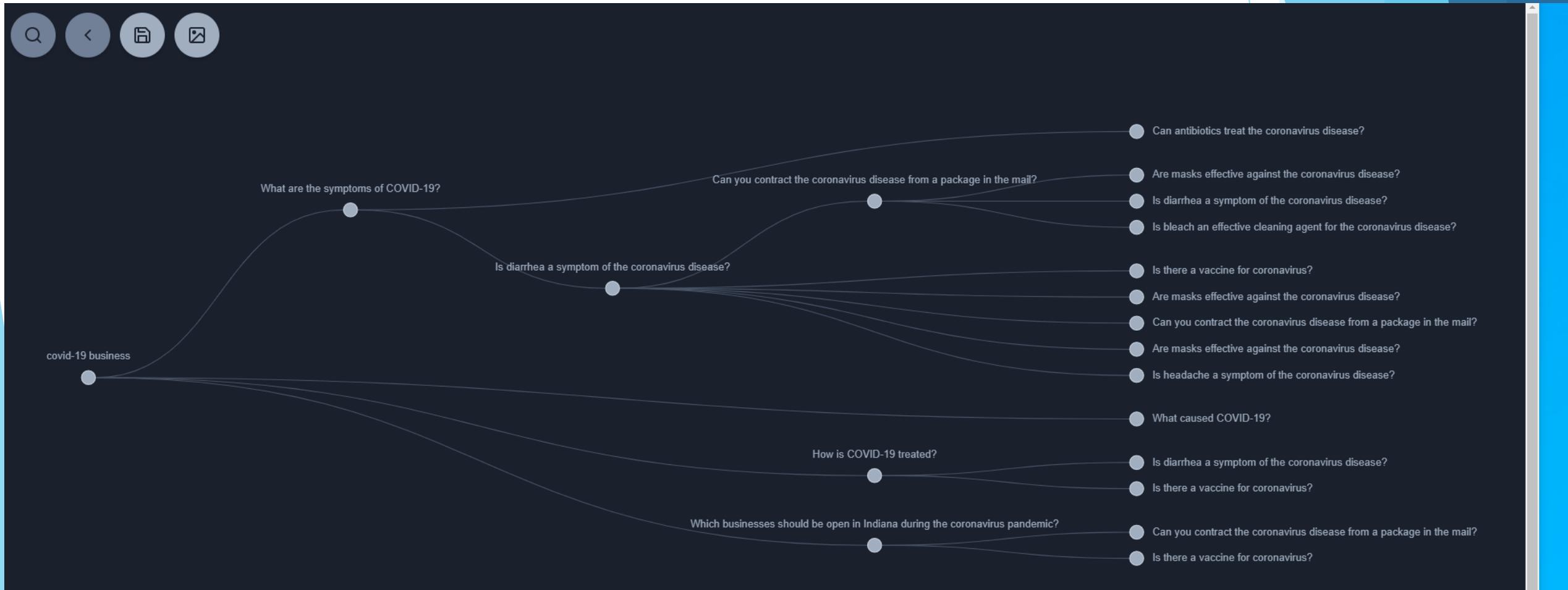
 Comment

 Share





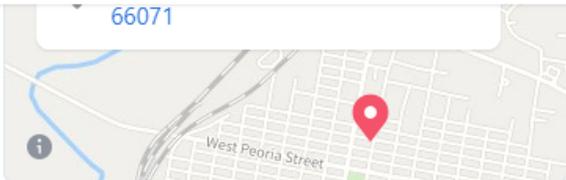
AlsoAsked.com





Beethoven's #9 Restaurant

66071



Restaurant specializing in authentic home cooked German & Italian dishes. German draft and bottled beers. Local wines. Famous desserts.

4,197 people like this including 2 of your friends



4,250 people follow this

6,069 people checked in here

<http://beethovens9.com/>

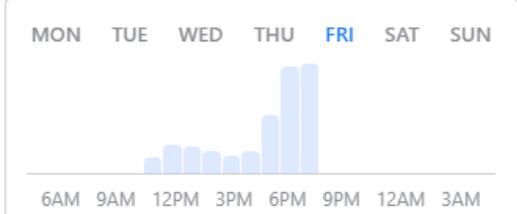
(913) 294-3000

Typically replies within an hour
[Send Message](#)

Price Range · \$\$

garfieldslc@gmail.com

Closed Now
11:00 AM - 8:30 PM



German Restaurant · Family Style Restaurant · Italian Restaurant

Photos

[See All](#)

[Sign Up](#)

[Liked](#)

[Message](#)



PINNED POST



Beethoven's #9 Restaurant

April 29 at 8:47 PM · 🌐

We are excited to share our next menu with you!
2 Person Meals - \$16.00 4 Person Meals - \$30.99
We are also offering a 4 pack of German Beer for \$10... [See More](#)

Menu for the week of May 4th - May 8th

A - Nurnberger sausages with baked potato (butter & sour cream) [Limited quantity]

B - Ricotta meatballs with bread

C - Bierox with German style green beans

D - BBQ chicken breast with baked beans and mac & cheese

E - Shepherds Pie with banana pudding

F - Quiche with salad

G - Pork Roast with pasted carrots and potatoes [Limited quantity]

👍 23

4 Comments 12 Shares

[Like](#)

[Comment](#)

[Share](#)



Most Relevant



Write a comment



Beethoven's #9 Restaurant

Typically replies within an hour
German Restaurant

Choose an option or type your own message.

When you reply, Beethoven's #9 Restaurant will see your public info.

What kind of food do you serve?

Can I see a menu?

Where are you located?

Do you deliver?

+

📷

🗨️

GIF

Aa

😊

Google Trends

is it safe to go to the dentist during coronavirus Breakout

should i go to dentist during coronavirus Breakout

going to dentist during coronavirus Breakout



Searches: coronavirus returning to work

coronavirus symptoms Breakout

is it safe to go shopping coronavirus Breakout

coronavirus preparation shopping list Breakout

coronavirus shopping list reddit Breakout

symptoms of coronavirus Breakout

Re: Facebook and Instagram

Facebook and IG have many ways to advertise:

- ▶ Post (3%)
- ▶ Boost posts (followers, followers and friends, new prospects)
- ▶ Targeted ads (demographics, geography, interests)
- ▶ Audiences and lookalike audiences
- ▶ Pixels (what the rest of the world calls ‘retargeting’)

- ▶ **Who do you want to reach?**

BE USEFUL

These useful blog post ideas will establish you and your business as the authority in your niche, as well as help out your audience.

LIST POST

List Posts are everywhere, and for good reason... they flat out work.

Create a list of books, tools, resources, or any other thing that your market will find useful.

HOW-TO POST

The How-To Post is another staple blog post idea.

Describe how to execute a process and use images, video, or audio to enrich the post and make it as easy as possible for your visitor to take action.

CASE STUDY POST

The term “case study” carries more perceived value than the term article, blog post, or video.

Outline and unpack the details of something like a project, event, or process.

PROBLEM/ SOLUTION POST

This type of post has an easy format:

- Define a problem
- Present the solution

This post can cross over into the territory of other blog post types such as the FAQ Post, How-To Post, or Checklist Post.

FAQ POST

If you get repeat questions from customers, there is a good chance they are typing these same questions into Google and other search engines.

Make a post that answers some of them.

RESEARCH POST

Conducting your own primary research around a topic in your niche is one of the best ways to build blog content that gets attention and boosts your authority.

CHECKLIST POST

If the content you are delivering can be broken into a “checklist” it will often perform better.

People like the checklist format because it’s easy to digest and take action when the content is itemized in this way.

ULTIMATE GUIDE POST

The Ultimate Guide Post is just what it sounds like—a detailed, comprehensive post on a topic in your niche.

Don’t skimp here—take your time and deliver a definitive post on the topic.

DEFINITION POST

In niches where there may be confusing terms or ideas, the Definition Post is an absolute must.

Consider creating a series of posts that define aspects of your niche.

SERIES POST

Look for opportunities to break a topic into a series that can be released over the course of a week or month.

Link these articles together as you publish them.

BE HUMAN

Many customers like to feel like they know companies on a personal level. Show your human side to create trust and connection with your audience.

INSPIRATIONAL POST

Some of the most effective content on the web is neither informational or entertaining—it simply inspires.

This kind of post can work well as a Story Post, Profile Post, or Quote Post.

BEHIND THE SCENES POST

If you have a loyal following, they will want to see what goes on behind the scenes of the content that you create.

HOLIDAY POST

Some blogs go dormant on popular holidays, while others use the opportunity to deliver well-wishes to their audience and display their humanity.

OFF-TOPIC POST

This can be risky, but if you have a loyal following that has become accustomed to you covering a specific set of topics—this kind of post can shock them and receive a great response.

HOME RUNS POST

It's human to celebrate when things go well. Share your company's home runs in a blog post so your audience can see what you are doing that is working well. This works well as a yearly reflection, or an event wrap-up.

GUARD-DOWN POST

When a content creator lets their guard down by delivering a deeply personal experience that the audience can relate to, the audience will feel more connected to you and your company.

RANT POST

The Rant Post shows your human side by revealing your passion and anger about a topic that is relevant to your audience.

It's not for everyone, but the right blog and the right audience will respond well to a rant.

BLOOPERS/MESS-UPS POST

Just like it's human to celebrate, it is just as human to mess up. This post can be a video bloopers reel, or a reflection post on mistakes your company has made.

Showing your customers that you mess up will help them see you as human, and they will feel more connected to you.

Per the AMA

“Local businesses that require people to make appointments and expect people to wait to be seen will have to reimagine those experiences.

Scheduling is going to move online for a wide range of businesses because it will simply be faster for people to book time. Many professionals will also have to realize **their value isn't in face-to-face conversations, but rather their expertise**. This can be delivered over FaceTime, Zoom or plenty of other methods. Get ready to have a video call with your mechanic!”

<https://www.ama.org/marketing-news/the-big-shift-a-prediction-of-whats-to-come-post-pandemic/>

Per the AMA, cont'd:

“Communication with all businesses is going to be affected. **Consumers will expect real-time communication.** Chatbots and messaging applications are simple ways brands can deliver that. Brands should not see chatbots as a replacement for a human, rather the fastest way to be connected to the correct human, and **the ability to answer simple questions that don't require a human touch (hours, locations, product availability, etc.)**”

Our current situation is a major and lasting change that has brought the entire world to a new baseline of expectations.”

<https://www.ama.org/marketing-news/the-big-shift-a-prediction-of-whats-to-come-post-pandemic/>

Practice Real Time Relevance.

It's always been important. Today
it's imperative.

Sam Richter, SBR World



MARKETING & SALES

REFLECT RESET & REBOUND

TOP CONCERNS OF OWNERS

1. CASH FLOW
2. EMPLOYEE MANAGEMENT
- 3. DIMINISHING PIPELINE**



Re: Business Development

“Now is a really tough time to sell. It's even uncomfortable. Yet business development is the lifeblood of any business. So what is a business leader to do?”

There are three options:

1. Curl up in a little ball and hope this goes away soon.
2. Recognize that some aren't ready to buy, but **they do want to hear from you** and you can provide value.
3. Identify companies that need to hear your message, right now, because you can solve an immediate problem.”

Sam Richter, SBR World

REFLECT:

Move away from
Rigidness

RESET:

Willing to Adapt
to New Normal

REBOUND:

Foster a Growth
Perspective

“As we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others”



REFLECT

MARKETING

- Evaluate Current Plans
 - What Works
 - What Needs To Change
- Retention is New Acquisition
- Determine Opportunities based on Competitive Analysis

SALES

- Review Current Customer Base & Buying Trends - Prioritize
- Focus on 30-90 days Strategy
- Track Pipeline and Deal Risks
- HELP is the new selling

BENCHMARKING YOUR FUTURE GROWTH POTENTIAL

Market Share

- Revenue Growth
- Growth Pipeline
- Vision
- Strategy

Innovation

- Innovation Scalability
- Research & Development
- Product Portfolio
- Trends
- Customer Alignment

RESET

MARKETING

- **Email Marketing – Increase in Open Rates**
- **Focus on Rebuilding**
 - Reconnect to Old Customers
 - Build Communities
- **Cut Non-Essential Spend ie) Trade Shows**
 - Develop Online/Virtual Events
- **Reengage via Social Media**
 - Google & Facebook Ads Are Cheap

SALES

- **Pivot Content –**
 - More Online Research before Purchasing
 - Build Trust
- **Solution Based Selling**
 - Sell On hand Inventory
- **Short Term Pipeline Generation**
- **Create High Value Offer for Cold Sales**
- **Follow up on Leads/Proposals**

CHOOSE A TRAFFIC SOURCE



FACEBOOK



TWITTER



LINKEDIN



YOUTUBE



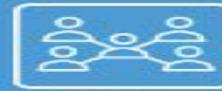
EMAIL MARKETING



SEO



BLOGGING



SOCIAL MEDIA



AD WORDS



TRUST

YES



TRY

YES

NO



OFFER A CORE PRODUCT

YES

NO



OFFER A PROFIT MAXIMIZER

YES

NO

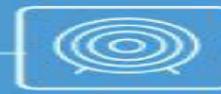
CREATE A RETURN PATH



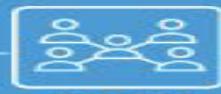
EMAIL MARKETING



BLOGGING



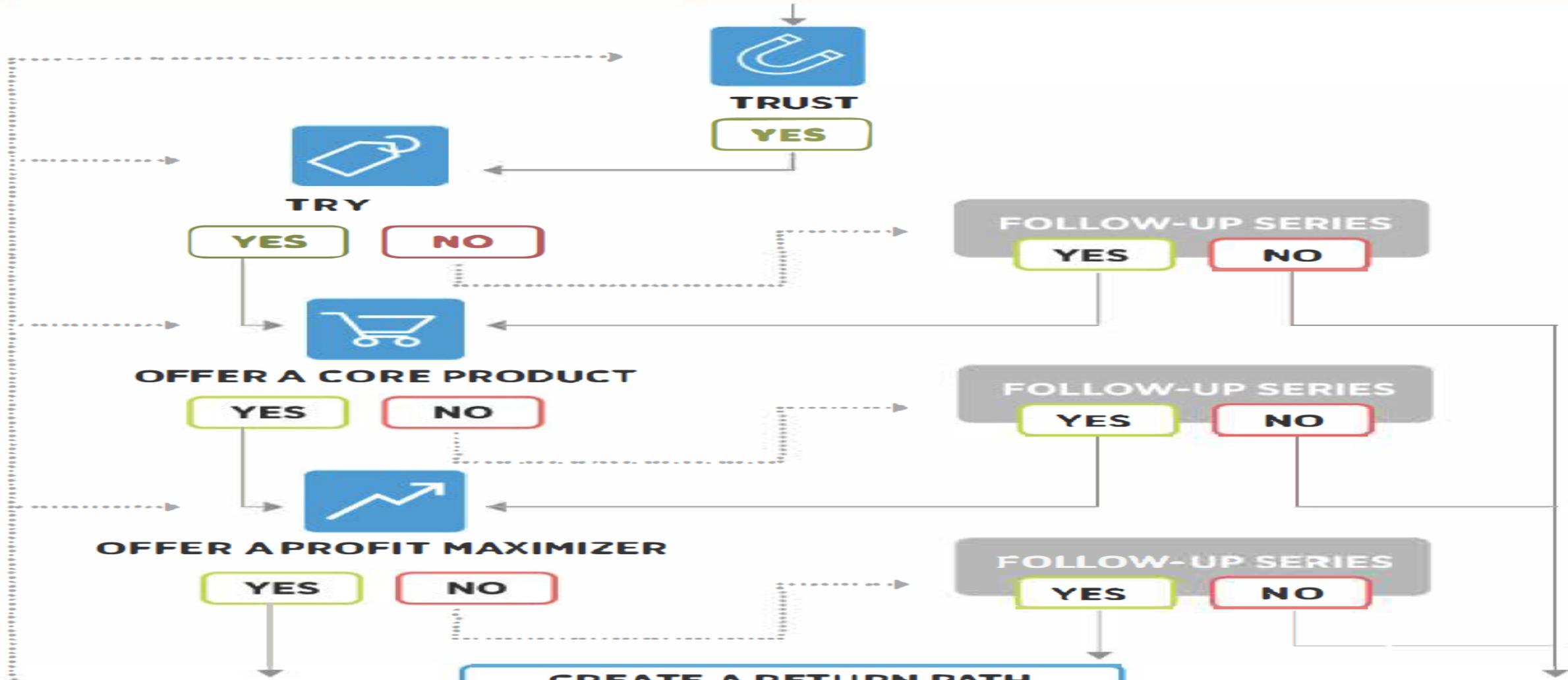
RETARGETING



SOCIAL MEDIA



CUSTOM AUDIENCES



REBOUND

MARKETING

- **Connected Customer Journey**
 - Engagement
 - Satisfaction
 - Enjoyment
- **Digital Marketing Strategy**
 - Consumer & B2B
 - Empathy, Philanthropy & Inspiration

SALES

- **Set Up AI & Virtual Sales**
- **Discount or Adjust to Help Impacted Customers or Prospects**
- **Inside Sales**
- **Processes**
- **Personalize Account Management**

								CONSUMER				BUSINESS			
Date	POST TYPE PURPOSE/TARGET/STAGE	KEYWORDS	CALL TO ACTION/OFFER	Title/Topic	BLOG	AD WORDS/LOCATION	Link or Image	Facebook	Instagram	Pinterest	Twitter	LinkedIn	Google My Business	Notes	Social Media Holidays
Week 1															
Monday															
Tuesday															
Wednesday															
Thursday															
Friday															
Saturday															
Sunday															
Week 2															
Monday															
Tuesday															
Wednesday															
Thursday															
Friday															#NationalDayOfUnplugging Employee Appreciation Day #DentistsDay
Saturday															#NationalCerealDay
Sunday															Daylight Savings International Women's Day #WD2020



<u>DAY</u>	<u>FB/INSTA</u>	<u>TWITTER</u>	<u>LINKEDIN</u>
ONE	LINK TO BLOG	LINK TO BLOG	SHARE LINK WITH IMAGE
ONE	4 HOURS LATER	CHANGE BUT RESEND	SHARE WITH GROUPS
THREE	VIDEO SUMMARIZING BLOG	VIDEO	
SEVEN	INFO GRAPHIC OF CONTENT		INFOGRAPHIC
FOURTEEN	POSE QUESTION LINK TO POST	ANOTHER LINK W/IMAGE	

Determination of the opportunity universe.

Growth Pipeline



Deep analysis of prioritized opportunities.

Opportunity Evaluation



Translation of strategic alternatives into a cogent strategy.

GTM Strategies



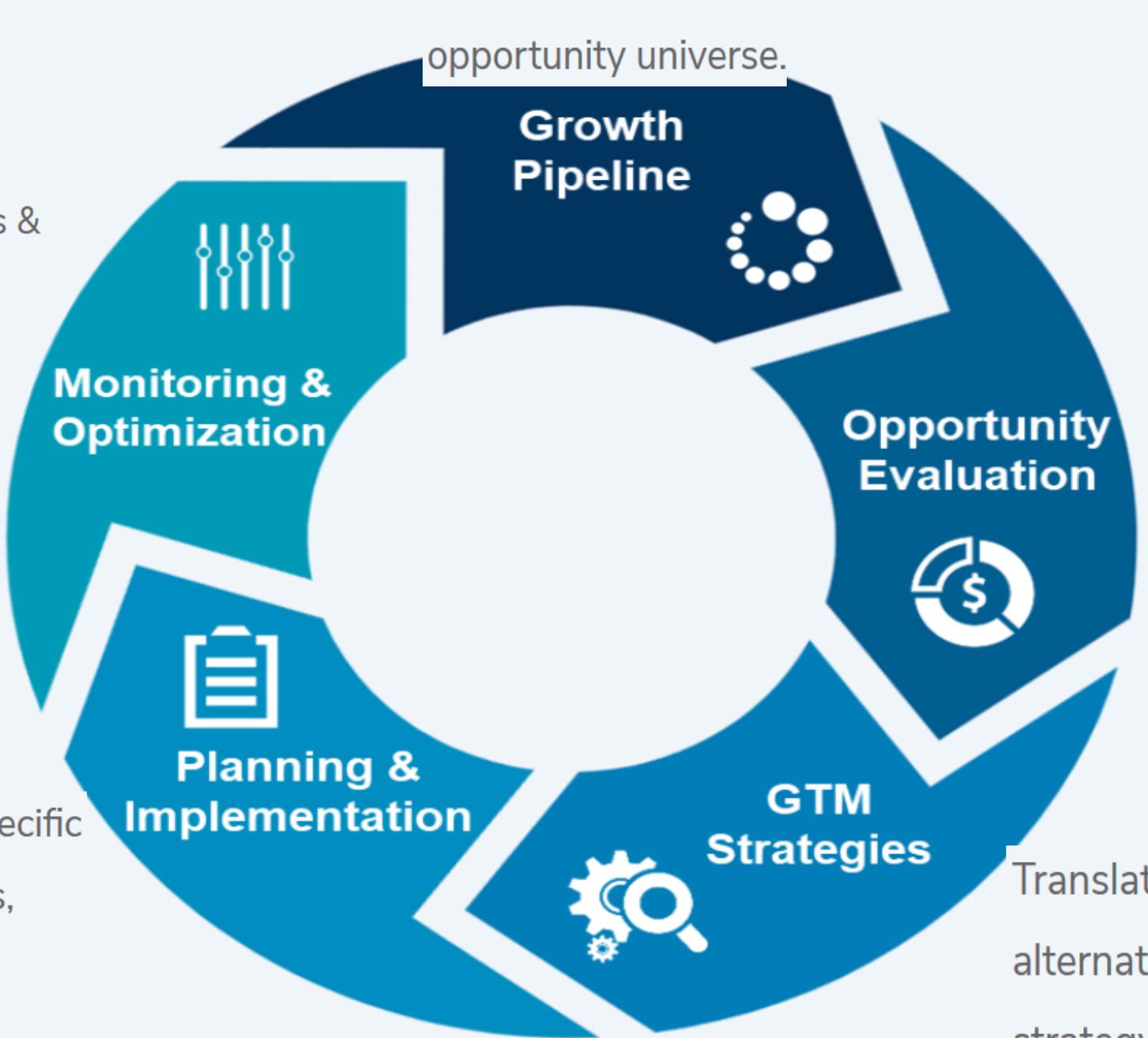
Implementation of specific plans with milestones, targets, owners, & deadlines.

Planning & Implementation



Optimization of strategies & implementation actions.

Monitoring & Optimization



What is YOUR Digital Marketing Strategy!

DON'T STOP NOW!

Be Prepared to reengage your customers at a new level. Take advantage of this great learning opportunity to get ahead.

Only 34% of Companies have an Integrated Strategy

WHY YOU SHOULD:

- Gives Direction and Focus
- Ensures Entire Team and Company are Aligned
- Improve Resources and Efficiencies
- Limit Duplication and Waste
- Help to Stay Ahead and Optimized

**Jeff Bullas - Forbes & Entrepreneur Top Influencer*

BENEFITS OF GAME:

- Accountability Groups
- Shared Best Practices
- Focused Working Sessions
- Actions & Tactics for Growth to Implement in Your Business

UPCOMING DATES (7:30 – 10:00 am)

- | | |
|---------------|---|
| May 7, 2020 | Design & Define Your Digital Strategy |
| May 21, 2020 | Customer Relationship Management- From Awareness to Evangelist |
| June 4, 2020 | Reaching Your Target - Social Media for B2B and B2C & Influencers |
| June 18, 2020 | Benchmarks & Understanding Key Information from Analytics |

Learn More

- ▶ Kansas SBDC COVID-19 Small Business Resources:
<https://www.kansassbdc.net/covid19>
- ▶ Family First Coronavirus Relief Bill:
<https://www.dol.gov/agencies/whd/pandemic>
- ▶ Kansas Department of Labor (unemployment insurance):
<https://www.dol.ks.gov/covid19response>
- ▶ Your Local Chamber of Commerce or Economic Development Council

Leading Your Business Out of the COVID Crisis

Part 2

Leadership, Human Resources & Productivity

- Message and mission have never been more important
- Re-hiring, Re-building a team - this is an opportunity for real organizational change
- Productivity with a smaller staff and greater social awareness

May 11
1:30 Central)
Same link

Upcoming Webinars

SBA EIDL & PPP Disaster Loan Application Process Update Session

May 6, 2020 10:00am - 11:00am

Presented by Wichita SBA District Staff and Kansas SBDC

Registration: https://fhsu.zoom.us/webinar/register/WN_a8BMOVNfT7OYZ56qkcvZXA

Cyber Security Webinar Series

May 6th, May 13th, May 20th 3:00pm - 4:00pm

Presented by Wichita State University SBDC

Registration:

https://secure.touchnet.com/C21797_ustores/web/store_main.jsp?STOREID=34&SINGLESTORE=true



Q&A

Register With the Kansas SBDC Office Near You

<https://www.kansassbdc.net/>

