

WEBINAR: MONDAY, - MARCH 23, 2020

How to support SMBs & their digital presence during COVID-19

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Jasmine de Guzman, Partner Marketing Manager



TODAY'S PRESENTERS

THANKS FOR JOINING

We're thrilled to see so many of your
joining us for this webinar.



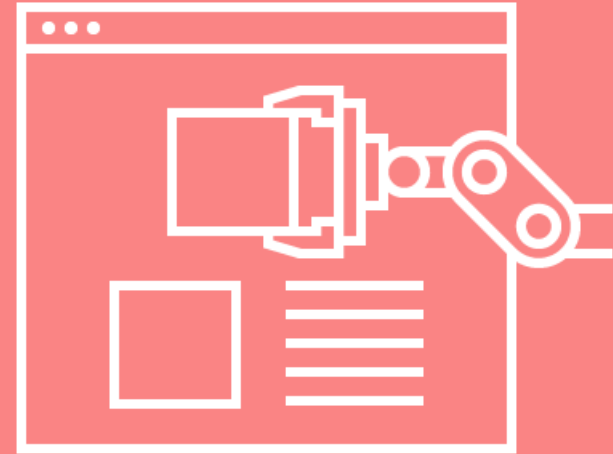
Anna Hedegaard
Training Manager



Jasmine de Guzman
Partner Marketing
Manager

#SUPPORTINGLOCAL

Why is digital so important for SMBs right now?



HELP YOUR SMBs SURVIVE

#1

Customers are quarantined and can't visit their businesses

#2

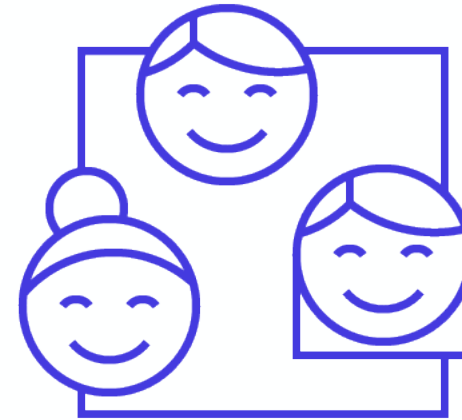
Authorities are mandating that shops must close, or limit the number of customers

#3

Consumers are going online to get what they normally buy in shops

WE WANT TO HEAR FROM YOU...

**How are your
SMB clients
coping with
COVID-19?**



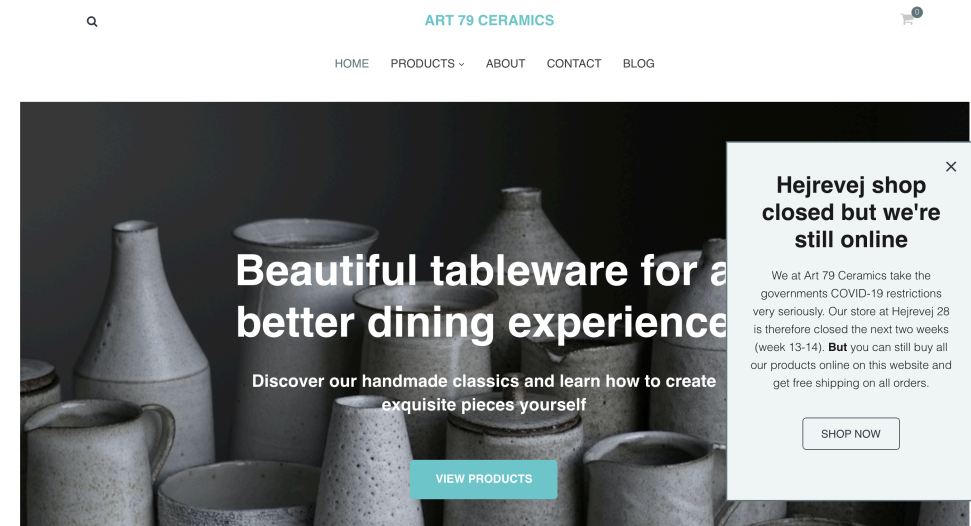
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**Let's start sharing
some ideas...**

IDEA #1: OPENING HOURS

It's super important to update your hours, so customers are aware.

- Update opening hours in Global Data
 - We don't recommend using special opening hours
- Add a new row to highlight changed opening hours
- Add On-Site Engagement to highlight changed opening hours
- Connect with social integrations

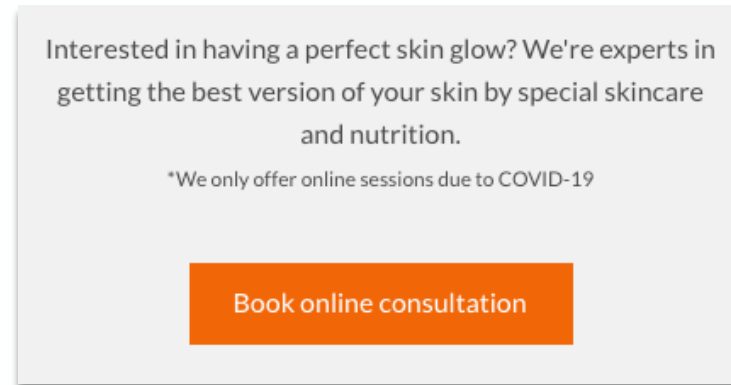


IDEA #2: SPECIAL OFFERS

It's super important to update your hours, so customers are aware.

Many SMBs are beginning to think of special offers, such as:

- Online sessions
- Pay now - Service later
- Free or discounted offers
 - For healthcare (doctors, nurses, etc.)



So how can you help your SMB clients make these special offers a reality?

IDEA #3: COVID19-SPECIFIC CONTENT

Inform customers about how small businesses are tackling COVID-19

- Add On-Site Engagement to highlight how the SMB is operating during COVID-19
- Add a Frequently Asked Questions (FAQ) page specifically related to COVID-19
- Share a blog post on how they are tackling COVID-19

[Tips for small business owners during COVID-19 outbreak - 庙前Group](#)

With our 2 months shut down as a cocktail bar in China, we created this guide to share some tips and help bars and small businesses across the world.
(190 kB) ▾

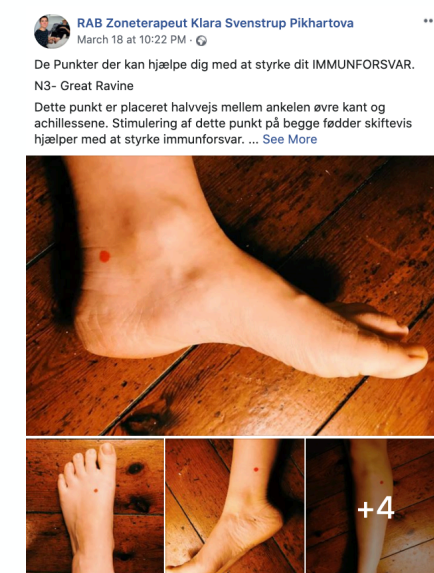


IDEA #4: SHOWCASE YOUR EXPERTISE

Help your customers share their expertise and knowledge with customers

Encourage your SMBs to showcase their expertise in:

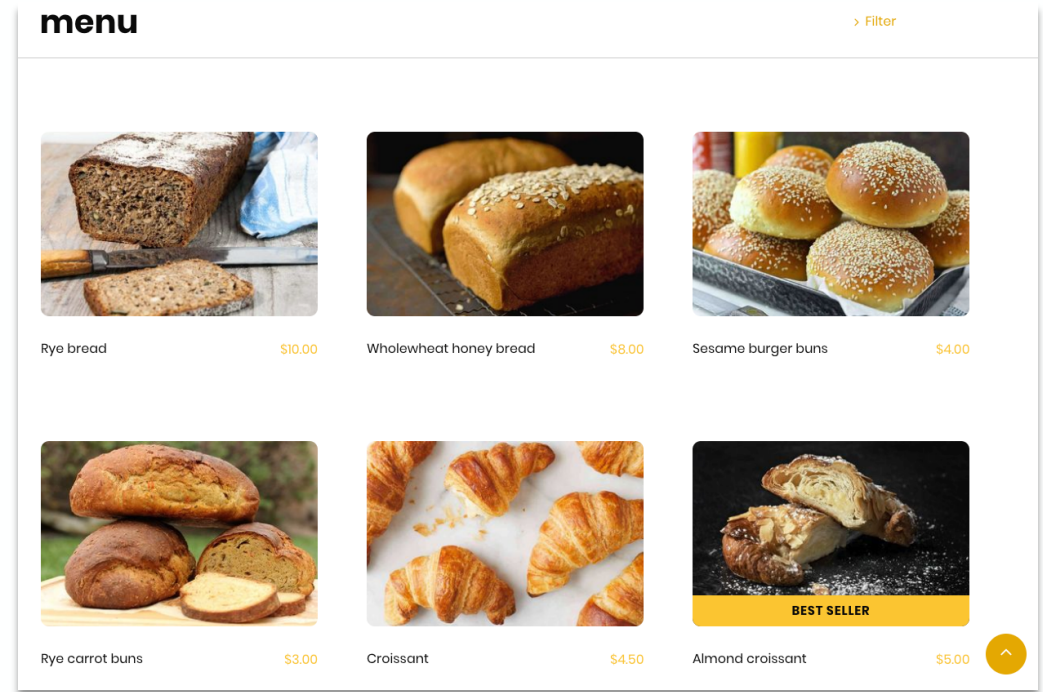
- Blog posts
- Video (tutorials, help guides)
- Social media (integrated on website)



IDEA #5: SELL ONLINE

Help your SMBs client take the sale of their physical goods online.

- Sell products as takeaway or delivery
- Sell gift cards for use at later time
- Use the HTML module to link to local delivery services and/or initiatives (e.g. DoorDash, UberEats, etc.)



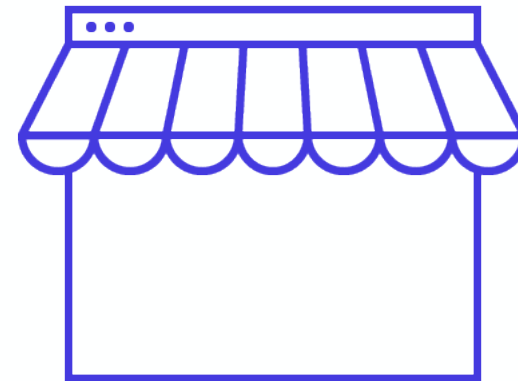
TAKE ADVANTAGE OF MONO E-COMMERCE

Newly released in the new editor interface - we've put together a special offer.

As part of our initiative to support our partners during these challenging times, we'll be offering a free 5-month subscription of Mono E-commerce.

Get started

Reach out to your Partner Success Manager to get more information on how to set it up, trainings and more.



IDEA #6: OTHER DIGITAL SERVICES

Everyone is going online - it's important to find digital tactics that help your small business clients stand out in the crowd!

Ideas you can help with:

- Drive more traffic through search engine advertising (Google Ad Words) and social media ads (Facebook, Instagram, etc.)
- Help them update their Google My Business profile

Ideas for your SMBs to execute:

- Work with other local businesses to collectively promote #supportinglocal
- Create a competition
- Ask customers for reviews
- Encourage business owners to reach out to regular customers

IDEA #7: PROMOTE YOUR SMBs

Be the biggest support of small businesses - that you can be!



- Center your marketing right now around the small business
- Highlight one of your local and small businesses every day on social media
- Translate our post on “10 tips on how to support local” into your own language and share!
- Reminder everyone to #supportlocal

QUESTIONS?



If you have ideas, that you want to share - please feel free to chat them in the GoToMeeting Control Panel.

Think of great ideas later?

Share them with us, by emailing:
education@monosolutions.com

THANK YOU



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