ONLINE ESSENTIALS

FOR RUNNING A SMALL BUSINESS IN 2020
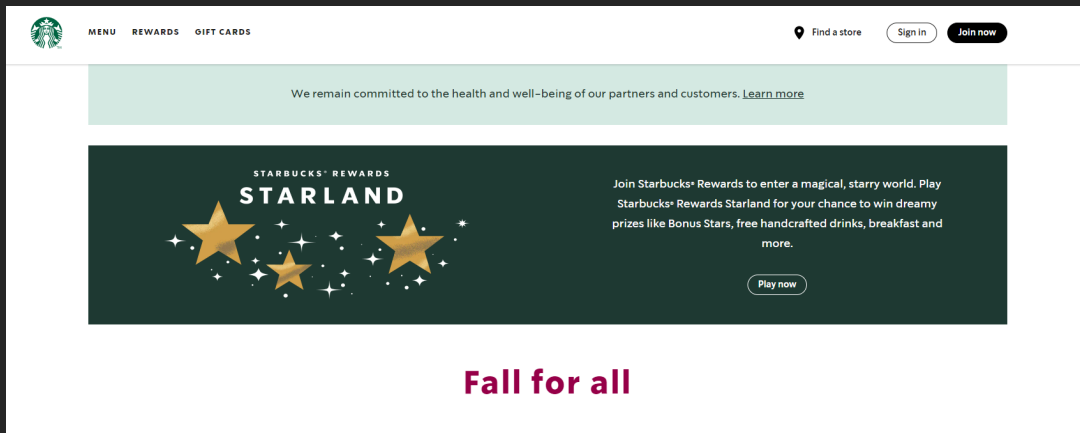
IN THE NEW NORMAL

council bluffs
CHAMBER OF COMMERCE

ADVANCE SOUTHWEST IOWA CORPORATION

AMERICA'S SBDC IOWA

NEBRASKA ENTERPRISE FUND

Centro Latino

KITCHEN COUNCIL

AMERICA'S SBDC IOWA

IOWA WESTERN

ECHO ELECTRIC SUPPLY

Covid Response

CUSTOMER COMMUNICATION

- Respond quickly

- Know how to make changes to your digital properties

- Own your digital properties

- Know how to log in

- Be transparent, honest and open. Customers are looking for information

WEBSITE TOOLS

Technology has made it feasible and easy for businesses to build and/or update websites.

- Own your site – even if someone else builds it
  - Get instructions for things you need to update
    - Menus
    - Hours
    - New rules/regulations
    - Closures
  - Do not be fully reliant on someone else
- Have log in information for website and host

WEBSITE TOOLS

Wix www.wix.com $14 - $28

Square Space www.squarespace.com $12 - $40

Wordpress www.wordpress.org

FACEBOOK & INSTAGRAM TOOLS

- Share updates
- Pin important updates to top of page
  - Click … in top right of the post and select pin to top of page
- Update business hours
  - Update in page info on your page profile
- Set up instant reply messages on messenger for FAQ's
- Use messenger/DM with real time messaging
- Go live on Facebook or Instagram
  - Make in person events virtual

GOOGLE MY BUSINESS TOOLS

Google.com/business

- If you are a local business, you want to have a Google My Business Listing
- Free – you do not need to hire anyone to do this.
- Google does not call you
- SBDC can help

GOOGLE MY BUSINESS TOOLS

Google has added features to help during Covid. Click on "Stay connected during COVID-19.

- Update hours
- Add attributes (new Covid Feature)
  - Dine in, take out, delivery
  - Online appointments (allows for a link)
  - Masks required, temp check, appointments/reservations required
- Add updates to a post
- Turn on messaging as a way for customers to reach you
- Update business description

EMAIL TOOLS

Email is not dead. In fact marketing experts call email a businesses #1 asset

- Collect!
- Create automated emails for marketing funnels
- Update customers on new changes, etc
- Use easy low cost and free tools to help collect, organize and send

EMAIL TOOLS

MailChimp – www.mailchimp.com

Constant Contact – www.constantcontact.com

Content Management Systems like Wix, Wordpress or Square space

Design Tools

There are many free tools to help with digital and print design. Many of these have free templates for Covid

- Canva www.canva.com
- Adobe Spark www.adobespark.com
- Pixlr www.pixlr.com
- Pexels www.pexels.com
- www.unsplash.com

Online Sales

Offering online buying options is a great idea to expand your reach in any circumstance. Recent times have made online sales even more important and there are many tools to help.

ONLINE SALES

- Consider offering online sales option
- Local audiences are looking for convenience from local options
- If shipping is a barrier, consider pickup or delivery options

ONLINE SALES TOOLS

Many website platforms offer ecommerce "shops" add-ons

- Wix
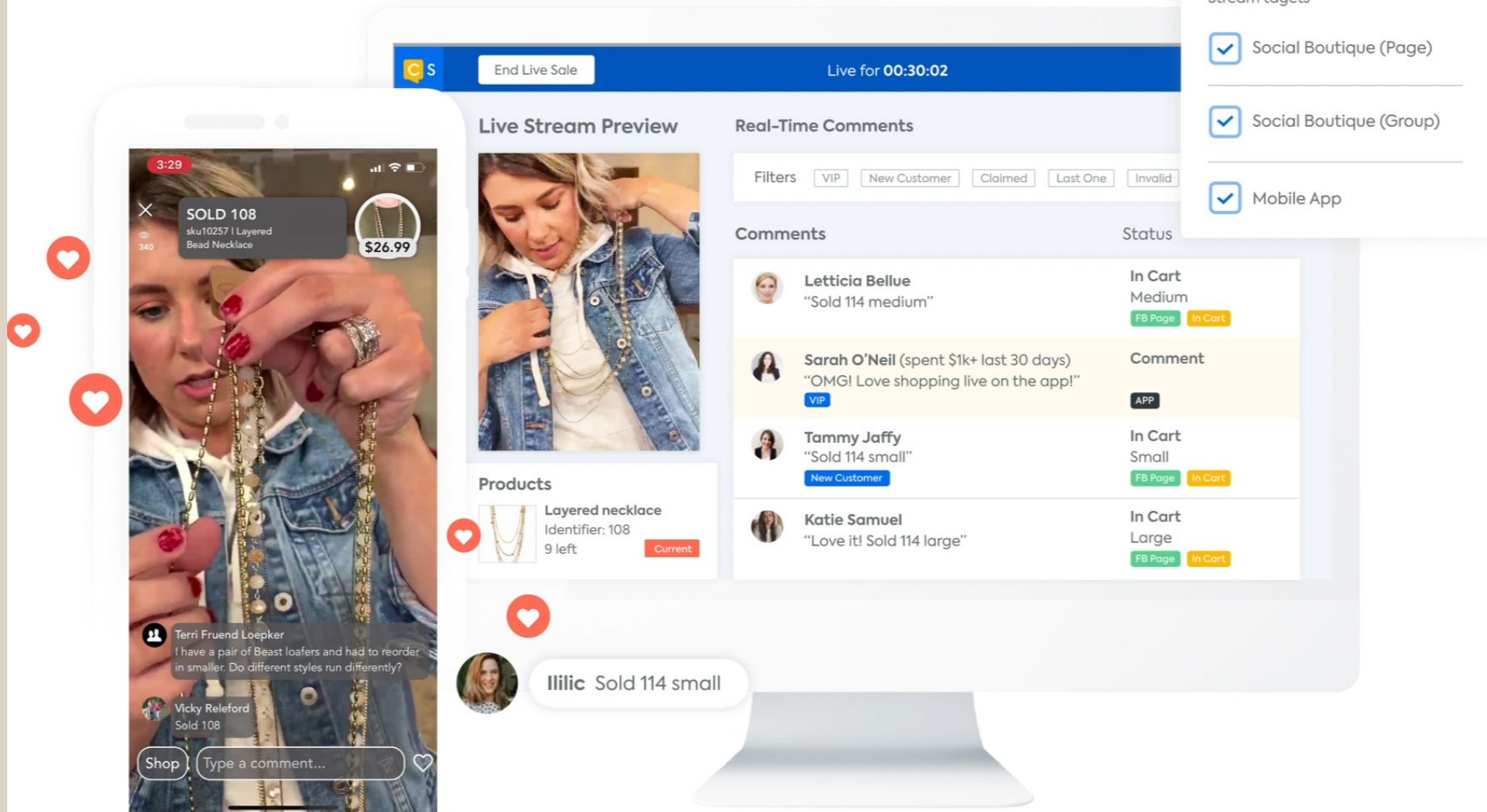
- Square Space

- Square

    Tutorial - https://www.youtube.com/watch?v=i_5jtq2pasQ

- Wordpress – WooCommerce

- Shopify.com

ONLINE SALES TOOLS

Facebook and Instagram Shop Options

- Shops
  - Customized Digital Storefront for both Facebook and Instagram
  - Mobile Friendly
  - Commerce Manager – free
- Live Streaming Tools
  - Facebook Live Shopping
  - Commentsold.com $49.00 to $149.00 per month

ONLINE SALES TOOLS

SMS or Text Ordering Apps and Tools

- User Friendly
- Lets customers place order to your business via text
- Makes it easy and accessible for customers
- Provides business with new phone numbers
- Lets business send mass texts to customers
- Many options – depending on industry

Organization

Owners and employees together faced virtual/work at home obstacles. Some things worked and somethings did not. Take an inventory of the good and bad and utilize tools that can help your business function whether it is from home or the business

Meeting Tools

Zoom – www.zoom.us

Microsoft Teams

Webex – Webex.com

Collaboration & Workflow

Technology has made it possible to increase employee engagement and automate workflow to make companies more efficient

- Team Collaboration– www.slack.com, www.trello.com, Google Drive

- Calenders – www.youcanbook.me www.Calendly.com, Wix Bookings

- Hourly Tracking – www.clockify.me, www.TimeCamp.com, Harvest

Paperless Office

- Recovery in case of disasters, corruption, etc
- Offers Remote Back up/Synching
- Proven to be more secure than personal servers
- Great file-share services

- Dropbox
- Google Drive
- Microsoft One Drive
- Carbonite

MORE

Outsourcing

You don't have to do it all yourself. Tips for outsourcing

- Know what you need
- Understand the process
- Know your budget

Freelance Tools

- [Fiverr](#)
- [Up Work](#)
- [Freelancer](#)
- [Project4Hire](#)
- [Guru](#)

Crowd Sourcing

- 99 Designs
- CrowdSpring
- DesignHill
- Design Crowd

Contact the SBDC

Sue Pitts – Center Director

www.iowasbdc.org

spitts@iwcc.edu

712-325-3350

Mike Mitilier– Assistant Center Director

mmitilier@iwcc.edu

712-256-7728

www.iowasbdc.org

www.iowawesternsbdc.com

@cbluffssbdc

www.facebook.com/iwccecenter