



AIM: Changing How We “Do” Business

Every business we know has had to adapt to a world with Covid-19. But what does that really mean?

It means businesses have had to learn how to AIM; *Adapt to an ever-changing environment, Innovate business processes as quickly as possible and Motivate our customers, staff, and ourselves.*

AIM is about focus. Here’s what we discovered leads to the most successful adaptations.

1) Adapt your Digital Presence.

No matter what type of business, a robust digital presence is a must. Not all business websites were ready for the interactions needed in a “no-touch” society. Here is what we’ve seen works:

- Add an e-commerce option for online transactions
- Add delivery options for take-out meals – contract with various delivery services available
- Create new website content to show compassion and commitment to the community
- Add a COVID-19 posture to your online presence to reassure customers you are all-in protecting your employees and clients from the virus

2) Innovate Branding

Every customer interaction has to count. Every time a curbside order is picked up, a take-out meal is delivered, you can establish future business if you make it easy to connect with you. Businesses need to make sure their company’s name, logo, phone number, website name, menu, and more are apparent.

We suggest:

- Use prominent stickers on all exterior packaging materials.
- Update your business cards with your new ways to do business.
- Print your logo, phone number, and website info directly on outside packaging.
- There are FREE online platforms to help you create these items (canva.com, Publisher (MS suite) and many more.

3) Motivate customers with Marketing/Communications

Social media has taken on a new importance to create and maintain a presence.

- Create a Facebook business page
- Create an Instagram business page
- Create a LinkedIn business page
- Post 2 – 3x per week about your commitment to your customers’ satisfaction and or safety

Take a FREE tutorial (search for free how-tos) to learn to post on each of these platforms and what information you should include in your post. There are FREE software programs available to coordinate posting on these platforms. (Buffer and Hootsuite are two of them.)

Create a regular newsletter to send to your customers. Include your website, how to find your business on social media, your phone number and logo. There is free software and tutorials available to do this. Mailchimp is free for new users.

4) Submit a photo or video to ShopSmallEverySaturday.com. This is a free, online directory for small businesses in Nevada. <http://shopsmalleverysaturday.com/>

We also asked several of the [Water Street District Business Association](#) members how the way they 'do' business has changed. Here's what we've heard.

[Goulet Law Firm](#) – the ability to have online/digital notary services has been a game-changer for the law profession

[Water Street Pizzeria](#) – contracted with DoorDash, GrubHub, UberEats and Postmates to ensure as many customers as possible could easily order from them

[Mikel's Photography](#) – offered "front-porch" drive-by photography to continuing to 'do' business during the first shut down. Eventually photography was able to be done in a socially distanced manner.

[Lovelady Brewing](#) – created curbside, pickup options for can and growler sales.

We would love to hear from other businesses across Nevada to be able to share your success stories. Promoting other small businesses across Nevada is how we move forward.

For more information, email your questions to communications@wsdba.org.

**SHOP  SMALL!
EVERY SATURDAY!**

**WATER STREET DISTRICT™
BUSINESS ASSOCIATION**