

# HOW TO THRIVE AFTER THE COVID-19 SHUTDOWN

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## REACTIVE PHASE 1: SURVIVING IN SHUTDOWN

- Breathe and focus on the basics
- Evaluate your business finances
- Look after your staff as best you can
- Support and communicate with your customers

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## PLAN TO THRIVE PHASE 2: REFLECT AND PREPARE

- Find ways to be of value while taking care of your existing customers
- Review product and service offerings
- Evaluate current processes for waste and flexibility
- Evaluate marketing strategies and campaigns
- Maintain consistent marketing to customers with drip-campaigns
- Keep employees busy with profit-focused activities and education

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## DATE ANNOUNCED TO REOPEN ECONOMY PHASE 3: WARM-UP

- Find areas of opportunity that have not been attempted before
- Differentiate your business for the present situation
- Develop new content, campaigns, and strategies
- Ramp up marketing efforts with new campaigns
- Full staff return and prepare
- Employees are trained on the new and improved company positioning

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## ECONOMY HAS REOPENED PHASE 4: BE AGILE

- Flexible, bold leadership is required to compete in the changing economic environment
- Hit the market with a bang
- A company-wide focus on existing clients
- Quickly test new and past marketing strategies
- Test and evaluate new markets and areas of opportunity

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## BUSINESS IS STABILIZING PHASE 5: GROW

- Embrace a culture of continuous improvement
- Develop strategic growth plans
- Optimize marketing for your company new positioning and marketplace
- Finalize new systems and processes
- Celebrate with your team

