Survival Tips for Small Businesses During COVID-19

Tuesday, March 31, 2020

FOR LIVE CAPTIONING PLEASE VISIT:
https://www.streamtext.net/player?event=QuickBooksMarch31
Thanks also to our ASL interpreter for joining us today.

For live captioning, please visit: [https://www.streamtext.net/player?event=QuickBooksMarch31](https://www.streamtext.net/player?event=QuickBooksMarch31)
What are other businesses doing right now?

For COVID-19 resources, tips, and support visit:
quickbooks.com/SmallBusinessHelp
The Baltimore Arts Community Goes Virtual
A running list o’ online concerts, performances, and classes from local artists.
By Lydha Woodever | March 27, 2020, 5:07 pm

WHISKEY DISTILLERY PUMPS OUT HAND SANITIZER ...

Bleach London has launched a digital hair salon
Worry no more about your next hair appointment
By Beck Murray | MAR 25, 2020

I tried virtual yoga. Here's why it may be better than the real thing
By Mackenzie Wells, UPDATED Updated 4:00 pm PST, Saturday, March 21, 2020

Atlanta restaurant chain raises $20,000 by selling 'dining bonds'
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Be bold.
Ask for help.

For COVID-19 resources, tips, and support visit:
quickbooks.com/SmallBusinessHelp
Top tips for email and social media outreach

Be real.

Be direct.

Make it visual.

Make it personal.

Make it shareable.

Tag & use hashtags.

Join community forums.

Find inspiration.

See appendix for links to free and low-cost resources
Top tips when reaching out to your customers and community

Ask people to support you by making advance bookings.

Offer something in return.

Sell vouchers or gift cards.

Set up a GoFundMe page and share a link to it (more on this later...)

See appendix for links to free and low-cost resources
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Get creative.
Go digital.

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Top tips for digital marketing

If you need a fast, affordable website, see the appendix on page 15 for free/low-cost options.

Don’t let the best be the enemy of the good when building your website.

Google and Facebook are offering free ads to small businesses.

Use social media to get people to your website. People are looking for ways to help local businesses right now.

Create a “Google My Business” listing.

Consider Etsy, eBay, or Amazon if you sell products.

See appendix for links to free and low-cost resources
Cutting costs.
Plugging the gap.

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Top tips for cutting costs

Speak to suppliers about returning unsold inventory.

Consider discounting inventory.

Negotiate payment delays or forgiveness.

Remember that suppliers may be going through the same challenges.

Reduce opening hours.

SBA has guidance for getting access to loans on its website.

Coronavirus crisis — New Paycheck Protection Program offers real relief for small business: Sen. Rubio

Small Businesses Could Land SBA Loans in as Soon as 2 Weeks. Here's Who's Eligible

SBA official: Apply for disaster loan now, even if you think you don't need it

Spend $250, get an ounce of caviar: Restaurant suppliers get creative to survive

See appendix for links to free and low-cost resources
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Use GoFundMe.

For COVID-19 resources, tips, and support visit:
quickbooks.com/SmallBusinessHelp
5 steps to get on GoFundMe

1. Join the Small Business Relief Initiative.
2. Select “Start a GoFundMe.”
3. Create an account using your name and email address.
4. Enter your goal and name your fundraiser.
5. Select “Business & Entrepreneurs” from the dropdown menu.

See appendix for links to more advice, tools and resources
Appendix: Free and low-cost tools and resources.

For COVID-19 resources, tips, and support visit: qquickbooksbooks.com/SmallBusinessHelp
Free and low cost marketing/social media tools

**Social media**
- **Buffer** (free for basic plan)
- **Hootsuite** (free 30-day trial)
- **Sendible** (free 14-day trial)

**Design & video**
- **Canva** (free)
- **Lumen5** (free for basic plan)
- **Bannersnack** (free for 10 projects)

**Websites**
- **Wix** (free for basic plan)
- **Constant Contact** (free for basic plan)
- **SquareSpace** (free trial)
- **Wordpress** (free for basic plan)
- **Weebly** (free for basic plan)
- **GoDaddy** (starts at $10/month)

**Email**
- **Constant Contact** (free trial option)
- **Mailchimp** (free for basic plan)
- **SendinBlue** (free for 300 emails/day)

**SMS**
- **SendPulse** ($0.022 per text in U.S.)*
- **Textedly** (free 14-day trial)*
- **TextMagic** ($0.04 per text in U.S.)*

*Please visit websites for up-to-date prices, which may be liable to change.

Disclaimer: Links to third-party technologies are for your convenience only and don’t imply our endorsement. Please use your discretion in review and selection of third-party technologies.
Free resources on QuickBooks’ website and other websites

**Digital sales and marketing**
- How to set up your business for online sales in 5 easy steps
- Digital marketing for small businesses: What and how to market online in 5 steps
- Construct cheap websites that fit your small business budget and brand
- Building a small business website in 10 Steps: Platforms, design, hosting & best practices
- How to build a small business website: design
- Google My Business: https://www.google.com/business/

**Email**
- Small business marketing: email
- 20 reasons email marketing is so important for small businesses
- Use email marketing to boost your sales

**Loans, government support and cash flow**
- CARES Act (full text on congress.gov)
- How the stimulus package benefits small businesses and self-employed
- Relief for gig workers and freelancers during the coronavirus outbreak
- Coronavirus (COVID-19): Small Business Guidance & Loan Resources (SBA)
- 10 options for paying your employees when you can’t make payroll
- 10 ways restaurants can maintain cash flow while dining rooms are closed
- How to sell gift cards for your small business

**Online payments**
- Create a process to take payments over the phone
- Understanding customer payment options

**Fundraising**
- How to start a GoFundMe for the Small Business Relief Initiative
- How to use GoFundMe to crowdfund your business

**Communication**
- How to create a coronavirus communication strategy for your business

**Social media**
- 8 ways to improve your social media presence
- Social media marketing for small businesses: 22 bite-sized steps to master your strategy

**Text messaging**
- The basics of SMS marketing
- Reaching customers through text messaging
- 5 ways to use text messaging to grow your business