



# How to Be Open for Business During COVID-19

West Virginia District Office

[wwinfo@sba.gov](mailto:wwinfo@sba.gov)

[www.sba.gov/ww](http://www.sba.gov/ww)

[sba.gov/updates](http://sba.gov/updates)

SBA Customer Service (24/7) : 800-659-2955

# Email Updates

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**Subscribe to SBA  
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## Contact Information

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### SBA Office

- [www.sba.gov/wv](http://www.sba.gov/wv)
- [wvinfo@sba.gov](mailto:wvinfo@sba.gov)

### View Upcoming Trainings

- [www.sba.gov/wv](http://www.sba.gov/wv)

# Five ways small businesses can survive the pandemic

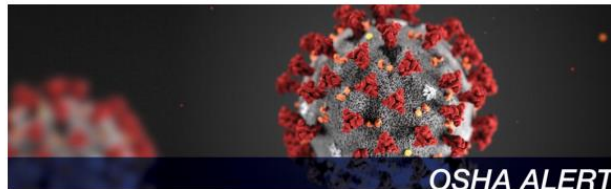
1. Be safe.
2. Simplify your business plan/ offerings.
3. Make it easy for your customers to spend money.
4. Incentivize return customers.
5. Keep your customers informed.



Follow the guidelines.

# OSHA: COVID-19 Guidance for Retail Workers

1. Set up “Sanitation Stations”
  2. Scheduled cleaning and disinfecting
  3. Policy of social distancing
  4. Institute curbside pick-up
  5. Provide tissues and open trash cans
  6. Encourage/require masks
- Signage
    - [CDC: Stop the Spread of Germs](#)
    - [CDC: COVID-19 Symptoms](#)
  - CDC [Guidance for Cleaning & Disinfecting](#)



**OSHA ALERT**

### COVID-19 Guidance for Retail Workers

OSHA is committed to protecting the health and safety of America's workers and workplaces during these unprecedented times. The agency will be issuing a series of industry-specific alerts designed to help employers keep workers safe.

If you are an employer in the retail industry (e.g., pharmacies, supermarkets, and big box stores), the following tips can help reduce your employees' risk of exposure to the coronavirus:

- Encourage workers to stay home if they are sick.
- Provide a place to wash hands or alcohol-based hand rubs containing at least 60% alcohol.
- Maintain regular housekeeping practices, including routine cleaning and disinfecting of surfaces and equipment with Environmental Protection Agency-approved cleaning chemicals from [List N](#) or that have label claims against the coronavirus.
- Practice sensible social distancing, maintaining six feet between co-workers and customers, where possible. For example, some worksites have already begun to demarcate six-foot distances with floor tape in checkout lines. Workplaces where social distancing is a challenge should consider innovative approaches, such as opening only every other cash register, temporarily moving workstations to create more distance, and installing plexiglass partitions.
- Use a drive-through window or curbside pick-up.
- Provide workers and customers with tissues and trash receptacles.
- Train workers in proper hygiene practices and the use of workplace controls.
- Allow workers to wear masks over their nose and mouth to prevent them from spreading the virus.
- Encourage workers to report any safety and health concerns.

For more information, visit [www.osha.gov/coronavirus](http://www.osha.gov/coronavirus) or call 1-800-321-OSHA (6742).

OSHA issues alerts to draw attention to worker safety and health issues and solutions.

**OSHA** Department of Labor • [osha.gov/coronavirus](http://osha.gov/coronavirus) • 1-800-321-OSHA (6742) • @OSHA\_DOL

OSHA 1903-000

# Additional Guidelines for Retail Shops in WV

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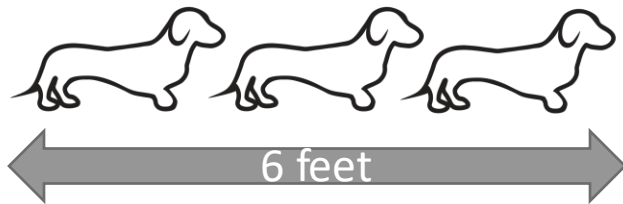
## Daily Employee Screening (private)

1. Close contact with confirmed case?
  2. Cough, shortness of breath, or sore throat?
  3. Fever in the last 48 hours?
  4. Loss of taste or smell?
  5. Vomiting or diarrhea in last 24 hours?
- [Guide for Small Businesses](#)
  - [Guide for Retail Businesses](#)
  - [Guides for All Businesses & Organizations](#)

## Advice: Make it Fun!

For Your Health & Safety

**Keep  
3 Dachshunds  
Apart**



Petra's Pet Supplies





## Make it Official

By order of  
**Governor Jim Justice**  
masks are required  
at every indoor  
establishment.



**No mask. No entry.**

Big Jim says  
**“Wear your  
egg-sucking  
mask!”**



**No mask. No entry.**



U.S. Small Business  
Administration

Simplify your business plan/ offerings.

# Offer Specials



# If they can't come to you...take you to them!

**Mountain Creative**  
November 15 at 7:06 PM · 🌐

<https://form.jotform.com/200784573297162>  
We just added \$5 ornament options to the To Go Kits! 🍷🍷🍷🍷🍷 They make great gifts or the perfect adornment to any tree! There's nothing quite like a handmade gift! ❤️

**MOUNTAIN CREATIVE'S**  
**Merry Memory**  
**Making Pottery**  
**To Go Kits**

We just added \$5 handmade ornament options to our online shop!

**Rival Fitness**  
October 13 · 🌐

For clients of Rival only:  
We will be renting out 3 more bikes and 2 smart bars for whomever is working out at home during this time. These will go fast so hurry and respond before they are gone!  
Bike rental \$40/month  
(Must have truck or large van to pick up)  
Bar rental \$30/month (with 3 sets of weights)  
We hope this will help you stay fit throughout this crazy time. Plus, we all need a good, healthy stress reliever and exercise works wonders!

**The Bird House**  
May 8 · 🌐

Julia's Complete Care Kit is all packed and on it's way! 📦 We are obsessed with this kit—it's by far our favorite, because it's the biggest bang for your buck! 🙌 It has everything you need to color your hair at home while you wait for the salon to reopen, PLUS everything you need to keep it looking and feeling gorgeous and healthy. Also, the package just looks pretty, and we can't help but be a sucker for a pretty package. 🥰 Link in bio to order.



# Delivery/ Curbside/ Special Hours

**Oliverio's Ristorante**  
March 17 · 🌐

Oliverio's Ristorante announcing free delivery, carryout, and curbside upon request for new Family Meals and Regular Menu Items within 5 miles of the restaurant (will designate a meeting spot for anyone over 5 miles away) Please call (304)842-7388

**Delivery Hours**  
Monday-Friday 11:30am-7:30pm  
Saturday 4pm-8pm  
Sunday 4pm-7pm

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*Oliverio's*  
**Ristorante**  
Family Meals  
Serves 4-6 People  
Dinners Include Italian Garden Salad & One Dozen Breadsticks  
For Pick Up or Delivery Only  
(304)842-7388

Lasagna	\$46
Pasta (Meat Sauce or Marinara Sauce)	\$30
Pasta (Pink Cream Sauce or Alfredo Sauce)	\$40
Stuffed Shells	\$40

**Bridgeport Family Pharmacy**  
August 16 · 🌐

Mail order prescriptions always late?? Or are they constantly sending you things you didn't order or don't need?? We have many LESS EXPENSIVE alternatives. Come see us or call us today! 304-848-9500. New location inside Price Cutter. FREE DELIVERY and CURBSIDE PICKUP



**Winnie's**  
Yesterday at 11:05 AM · 🌐

NEW! We now have #soup & #sidesalad combos available or just a side salad! Curbside available everyday, all day!  
📍: @meredithbrookephotography



**About You Monograms**  
22 hrs · 🌐

Look what just arrived from Vibe....dainty sterling silver necklace!  
Stop in for in store shopping, curbside pick up or call (304)842-2178 to make a personal shopping appointment.



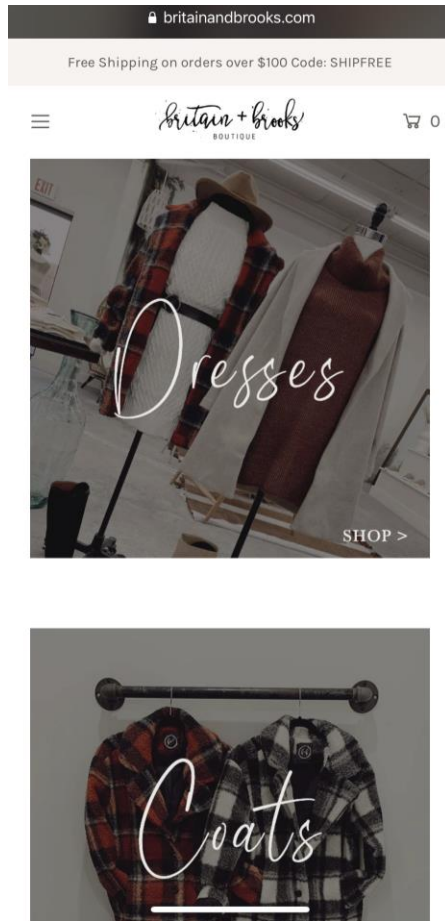



U.S. Small Business  
Administration

Make it easy for your customers to spend  
money.

# Sell on more than one platform

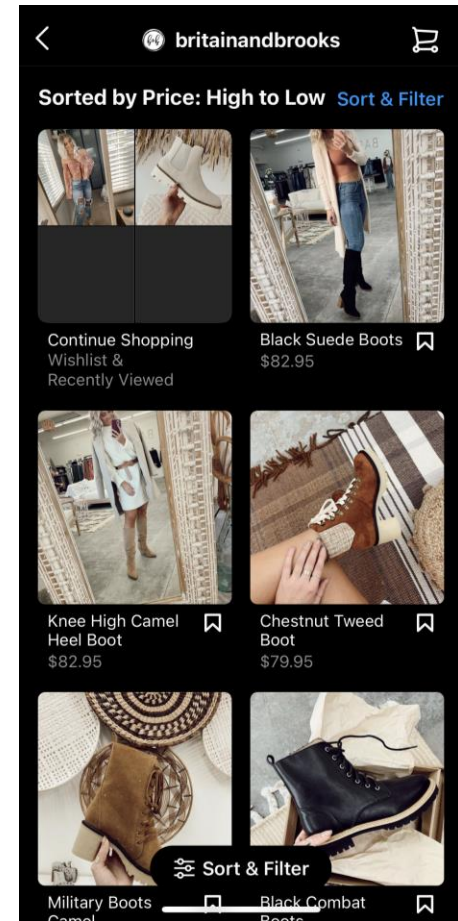
## Website



## Facebook

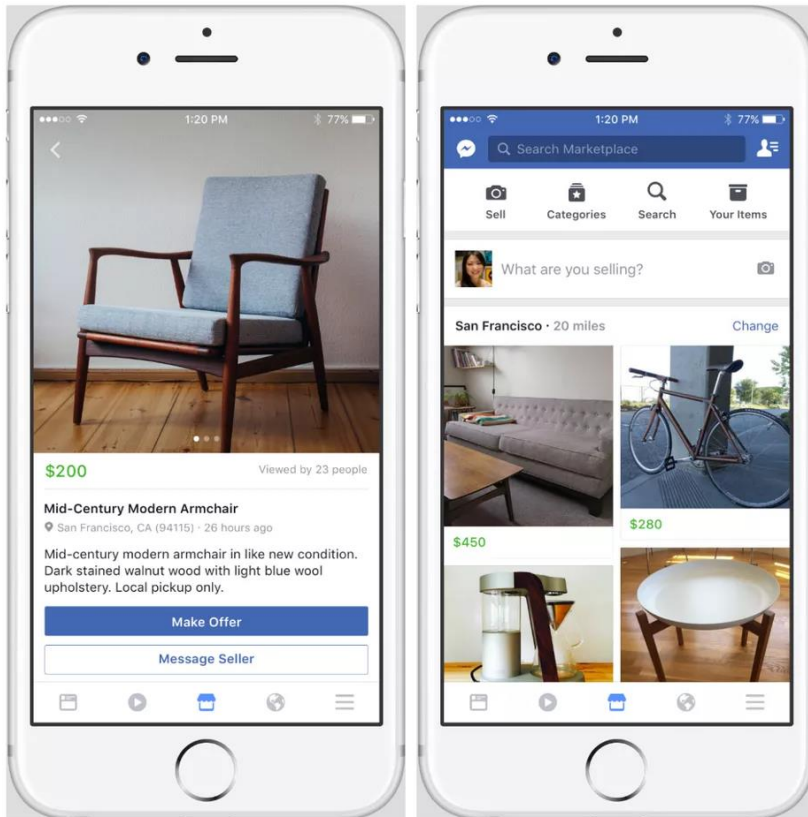


## Instagram

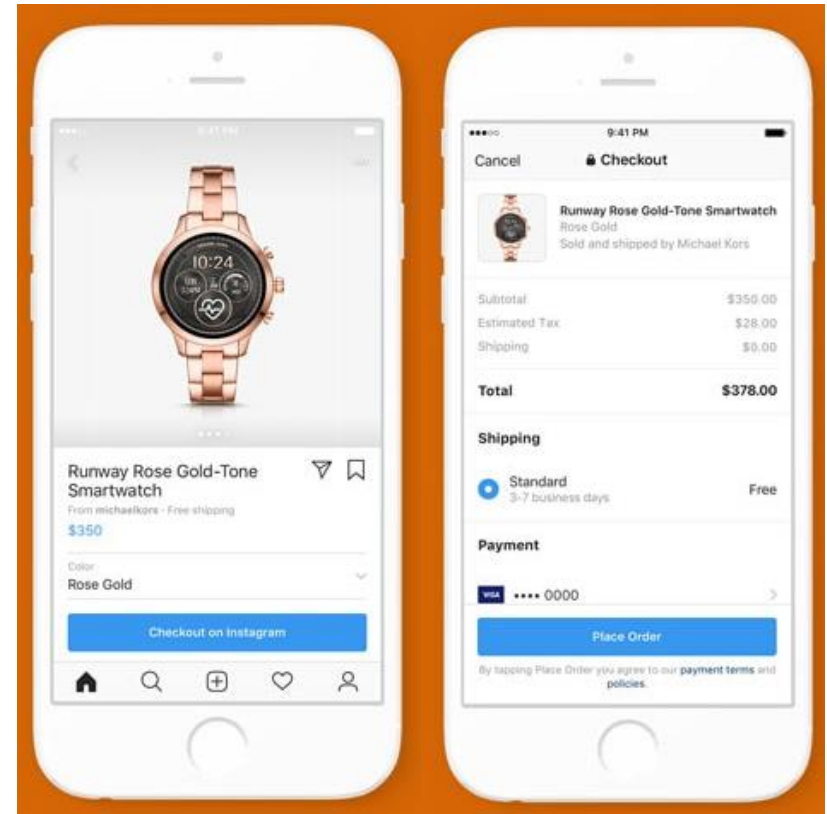


# Sell on more than one platform

## Facebook Marketplace for Businesses



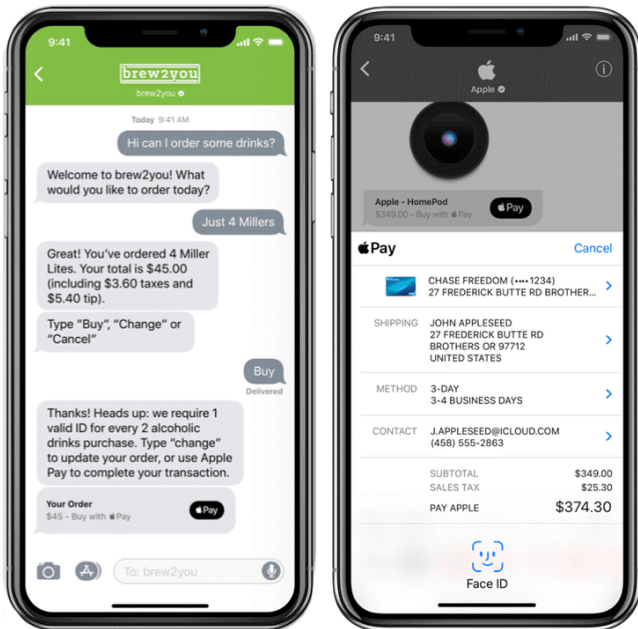
## Instagram Shop



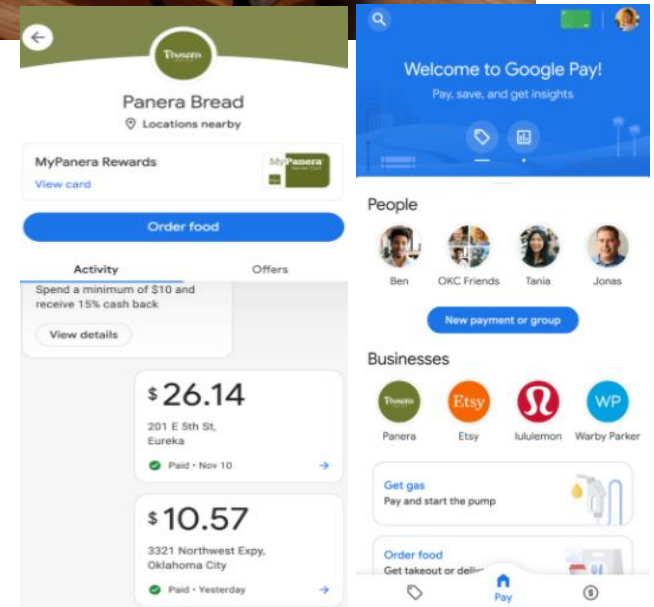
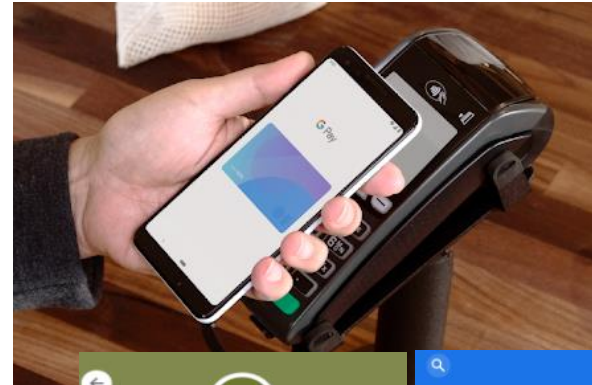


# Contactless Payment Forms

## Apple Pay



## Google Pay





# Different commerce platforms

## Square



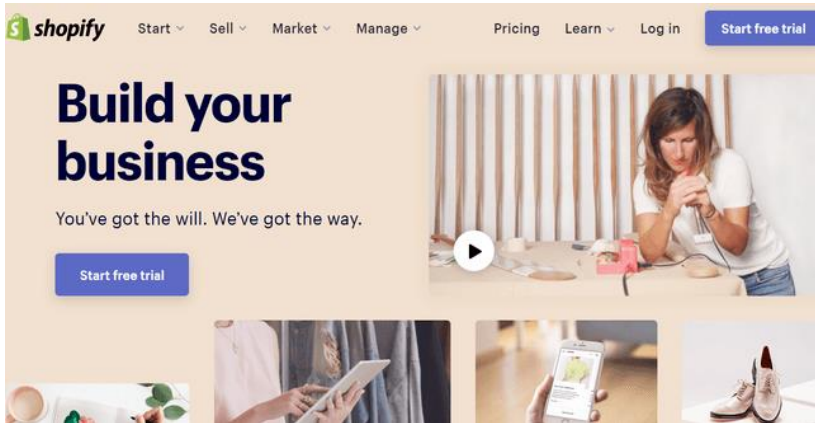
## PayPal Business



	 Square	 PayPal
Setup fee	None	None
Fixed monthly fees	None	None
Swipe, chip & contactless transaction fee	2.6% + 10¢	2.7%
Keyed-in transaction fee	3.5% + 15¢	3.5% + 15¢

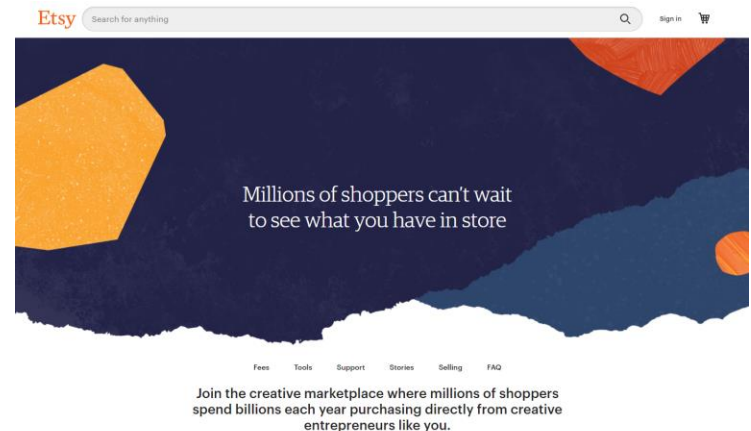
# Take your business online

## Shopify



- Wide variety of powerful tools
- Very scalable
- 2.2%+\$0.20 payment processing charge

## Etsy



- Marketing and promotion are handled for you
- Setup is quick and easy
- 5% transaction fee, plus a 3%+\$0.25 payment processing charge

# Take your business online

## Sell on Amazon



### SUPPORT SMALL

Shop Local

Curated Categories

Meet the Business Owners

Amazon & Small Businesses



### SHOP LOCAL SMALL BUSINESSES

EXPLORE BY REGION



<https://sell.amazon.com/sell.html>

### Individual

- \$0.99/ Item sold + selling fees
- You sell fewer than 40 items a month

### Professional

- \$39.99/ Month + selling fees
- You sell more than 40 items a month



Incentivize return customers.



# Future-Use Digital Coupons

- Complements purchase
- Gives reason to return
- Turn '1- item' purchase to more
- Physical coupons more expensive



# Rewards

## Types:

- Points
- Spend
- Tiered
- VIP Member
- Value Based
- Partnered
- Game
- Combination/Hybrid



## Example of Tiered Loyalty Program



# Freebies - Don't blow your budget

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- To encourage future sales
- Get people to test your product
- Expand sales or increase order size
- Make it easy to order, include URL, phone number
- Add coupon for future purchase
- Measure your results



# Discount Cards - Partnering

- Free advertising
- Helps increase sales
- Support the community.

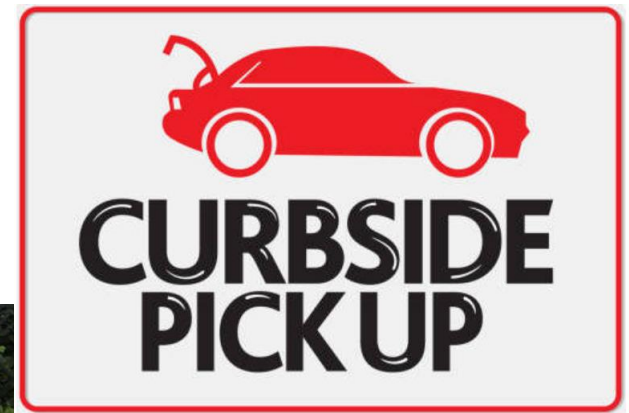
Shinnston Rebekah Lodge #47 IOOF \$5	
May 2017 to May 2020	
Texas Road House Free Baby Blossom W. Purchase	Tomaro Bakery \$1 Off Minimum order of \$20
Baking Memories \$1.00 Off \$10 Purchase	BJ Contracting of WV 10 % Off Repair/Mtn
Sweet Frog \$25 % Off Purchase	Elite Cleaners 10 % Off Purchase
BW3 - Bridgeport \$5 Off \$25 Purchase	Jenkins Subaru EXPRESS \$3 Off Oil Change
Total Care Auto 10 % on Repair	Copper House Grill 10 % Off Purchase of Food
My Little Cupcake 10% Off Custom Pre Order up to 2 DZ	Twin Oaks 1/2 Price APP
T and L 10 % Off Purchase	Clarksburg Beauty Academy 20% Off Pedicure



Keep your customers informed.

# Keep Customers Informed

- Let them know you're Open for Business!



# How?

- Let them know what to expect
- Use social media
- Regularly post photos
- Create a COVID policy



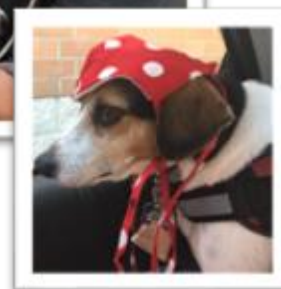
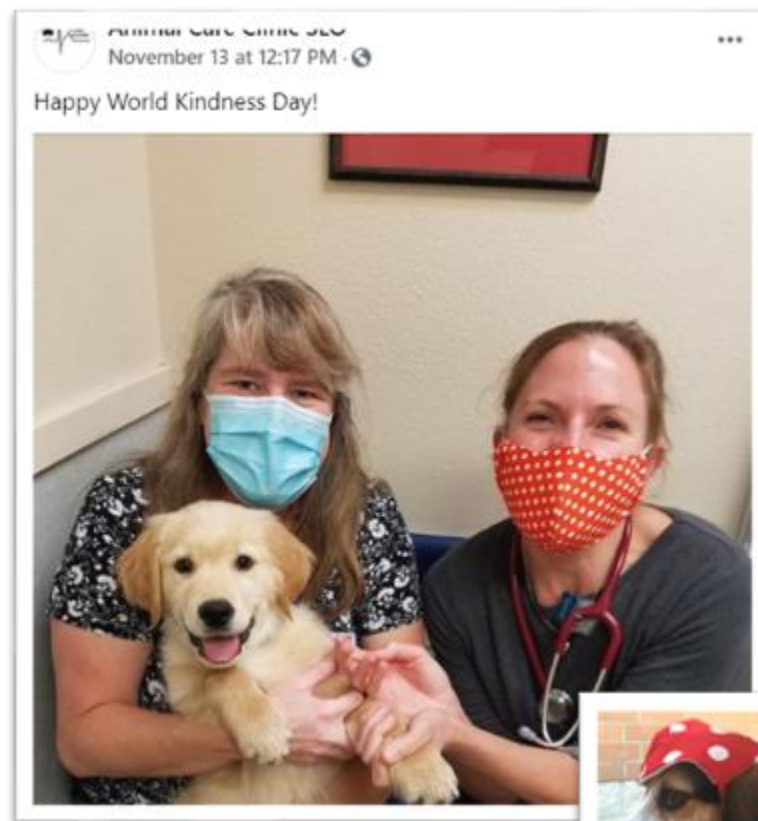
# Where?

## Minimum:

- Google My Business Account
- Website
- Facebook
- Instagram

## Maybe:

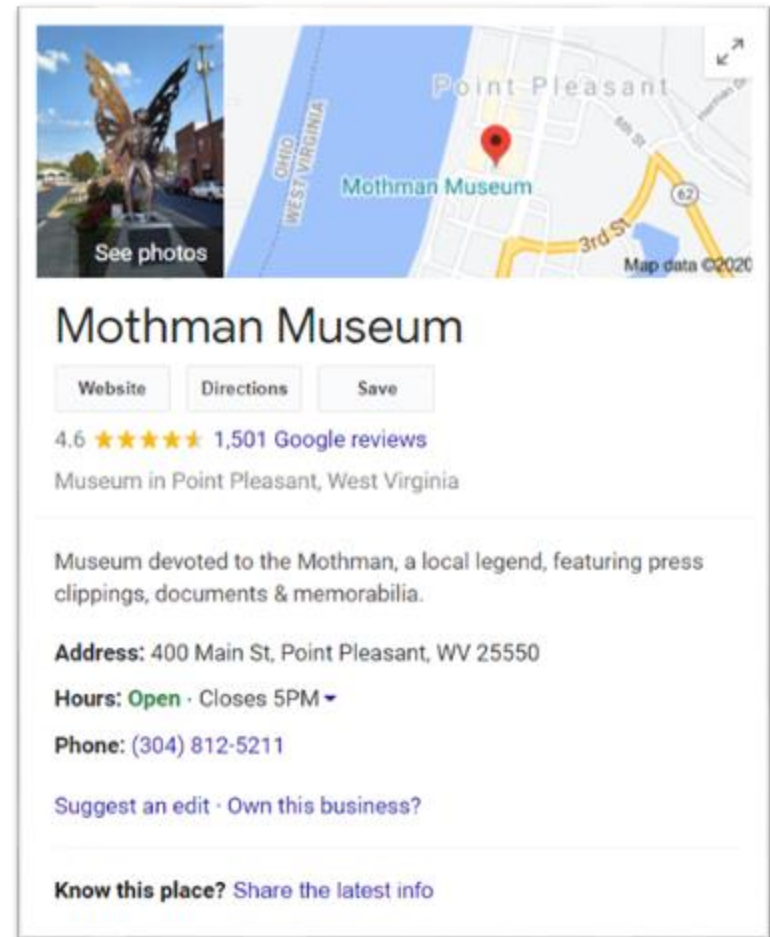
- TikTok
- YouTube
- Twitter



# Google My Business

- Website
- Address
- Hours Of Operation
- Phone Number
- Directions
- Description

<https://business.google.com/create>






# Editing Your Google Page

[All](#) [News](#) [Maps](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 321,000 results (0.76 seconds)


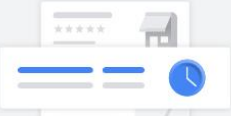
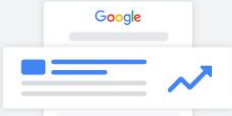
 **Your business on Google**  
1,057 views this month

[Edit profile](#) [Grow your business](#) [Communicate](#)

**Claim your credit**  
Claim your \$100 free credit from Google Ads

**Add your business hours**  
Let customers know when your business is open

**Add photo**  
Businesses with photos get more clicks



Only managers of this profile can see this



## US Small Business Administration


[Website](#) [Directions](#) [Save](#)

 You manage this Business Profile

**Address:** 405 Capitol St # 412, Charleston, WV 25301

**Hours:** **Open** · Closes 4:30PM

**Phone:** (304) 347-5220

 Hours or services may differ

[Edit your business information](#) · [Manage this listing](#)

[www.sba.gov](#) > [offices](#) > [district](#) > [wv](#) > [clarkshurn](#)

## Other Online Business Listings

- Yahoo!
- Bing
- Yellowpages.com
- Yelp
- Look for Industry-specific





# You Need Online Reviews

- 88% of people trust online
- 90% read online reviews
- 72% positive online reviews = likely visits
- 85% don't trust *old* reviews

What can you do?

1. Every employee asks for reviews.
2. Follow up email
3. Add google review to your web site
4. Monitor the reviews
  - Acknowledge & apologize
  - Respond quickly
  - Take it offline
  - Post follow-up



## Bad Review = Opportunity!

1. Respond promptly
2. Acknowledge and apologize
3. Be polite
4. Take the issue offline
5. Post resolution

Diane, this is Petra, the owner of Petra's Pet Supplies. I'm sorry you were unhappy with the service you received yesterday. Our goal is to make sure that every customer (and their fur baby) leave satisfied. Please call me at 304-555-2111 so that we can resolve this to your satisfaction.

Thanks for your terrific review, Diane! We appreciate the feedback!



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