



## Marketing Checklist for Reopening Your Business

- ✓ Make sure your website is updated with current hours and guidelines for customers.
  - Consider stressing what your business is doing to ensure employee safety.
- ✓ Make certain that your Google My Business listing has updated hours and information for customers.
- ✓ Stress your commitment to ensure your facility is safe to return to and the measures that have been put in place.
- ✓ List any online shopping or virtual services.
- ✓ If you use any outside by appointment services, double check that you are sending the customer to your location.
- ✓ Keep your social media channels up to date with all information.
- ✓ Let past customers know you are open, what you've been up to and why they should come back.
- ✓ If you are sharing photos on social media, make sure the photos represent the safety of customers and staff (ie: sanitizer, distancing, masks/gloves if appropriate)
- ✓ Let us know you're open with these resources:
 

<https://www.visitflagler.com/flagler-supports-biz/more-support/open-for-business/>

