



Brought To You By Kayyem Marketing

# CREATIVE WAYS TO DO BUSINESS

---

AND SERVE YOUR CUSTOMERS DURING THE COVID-19 CRISIS

## Table of Contents

RESTAURANTS	4
SERVICE-BASED BUSINESSES	7
GYMS & FITNESS STUDIOS	9
RETAIL	10
REAL ESTATE	12



*“Change is good. It's also often hard. But to succeed in business, you must run toward it.”*

Adapting your business is key in order to remain relevant during times of crisis. Here are some helpful ideas and tips for highly-impacted business to stay alive.



# RESTAURANTS



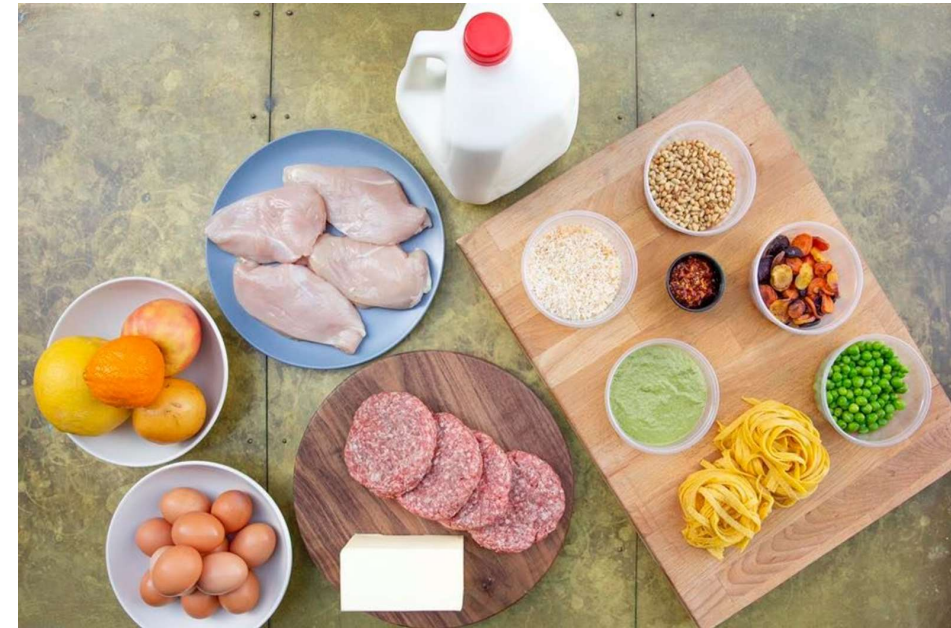
## AI FRESCO DINING

Talk to your landlord about expanding your dining to the street, sidewalk, or parking lot so you can serve customers outside and take additional physical distancing measures.





# RESTAURANTS



## TOUCHLESS MENUS

Create a safe experience by providing table-specific, scannable QR codes where customers can access menus from their own mobile device. Guests can place their order and get the food delivered right to their table, without ever going inside or touching the menu.

## MEAL KITS

Get creative with your menu offerings. Package ingredients with instruction and deliver them to hungry customers. Launch and adapt new menu choices that provide customers with an option to purchase breakfast, brunch, lunch and/or dinner kits that they can prepare at home.

# RESTAURANTS



## PANTRY MINI-MART

To make up for lost business or unload surplus inventory, start selling grocery items alongside prepared food. Adapt your offerings to include take-home essential items and grocery staples that customers can purchase out of your space.



## HEAT & EAT DISHES

Some meals are much better eaten fresh. Solve this problem by creating heat-and-eat dishes where customers can enjoy a reheated meal right off the menu. These dishes can be frozen or refrigerated ahead of time and sold through delivery or carryout.



# SERVICE-BASED BUSINESSES



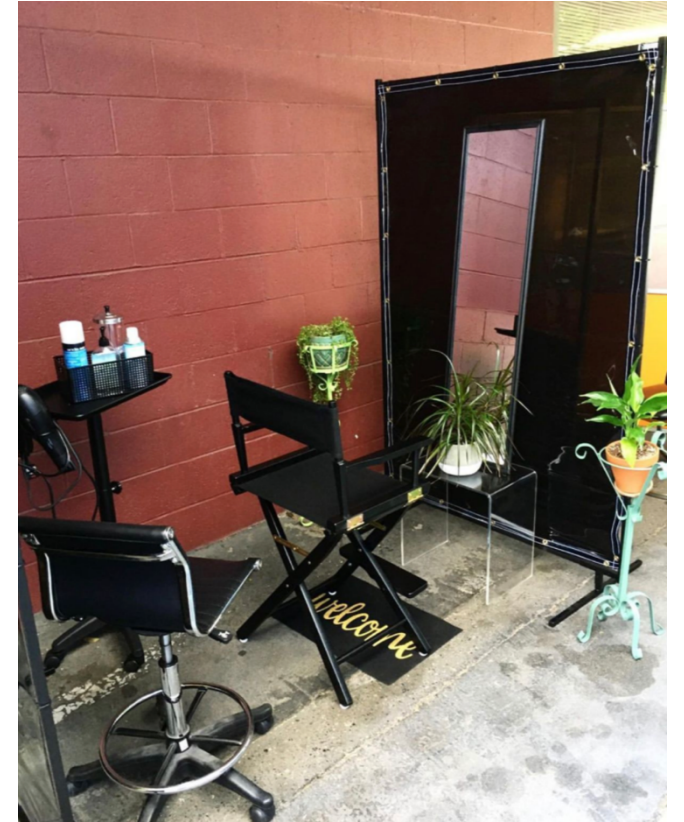
## MOBILE SALONS

This manicure truck is a brilliant solution to the problem that social distancing presents for service-based businesses. Get creative with how to pivot your business in order to continue serving your customers.





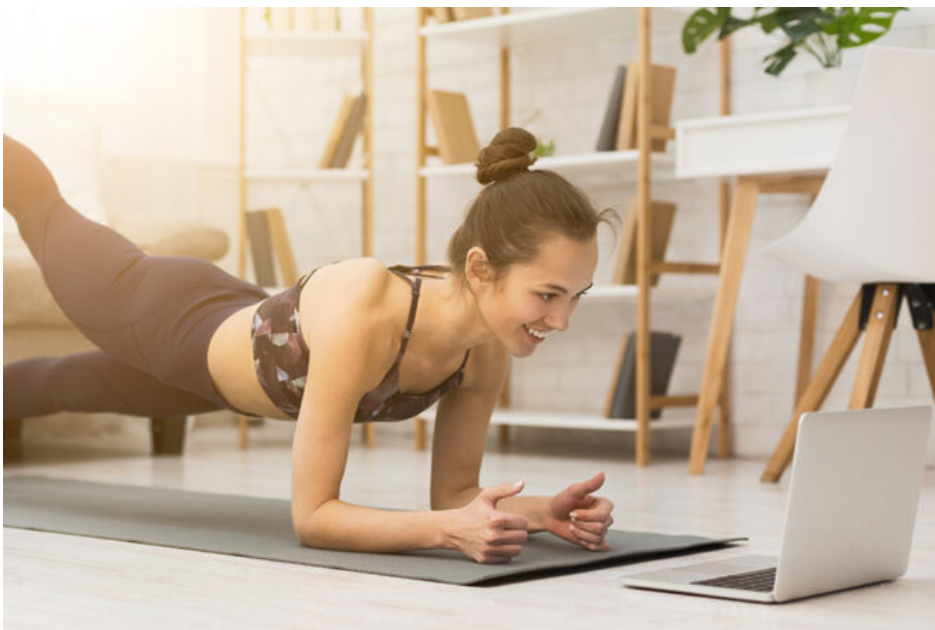
# SERVICE-BASED BUSINESSES



## SELF-CARE TENT SERVICE

Talk to your landlord about utilizing the space adjacent to your store (in front of, behind, or in a parking deck or lot) where you can “pop-up” a tent, enabling you to continue doing businesses while taking social distancing measures in an open-air environment.

# GYMS & FITNESS STUDIOS



## GO VIRTUAL

When you can no longer bring customers to your gym, bring the same workouts to your customers' homes. Offer classes and workouts through live streaming and video on demand. More than ever, your clients are facing isolation at home and are looking to remain part of a gym in order to have the sense of community and motivation it provides.

\*ZOOM, GOOGLE HANGOUTS, FACEBOOK/INSTAGRAM LIVE, OR SKYPE

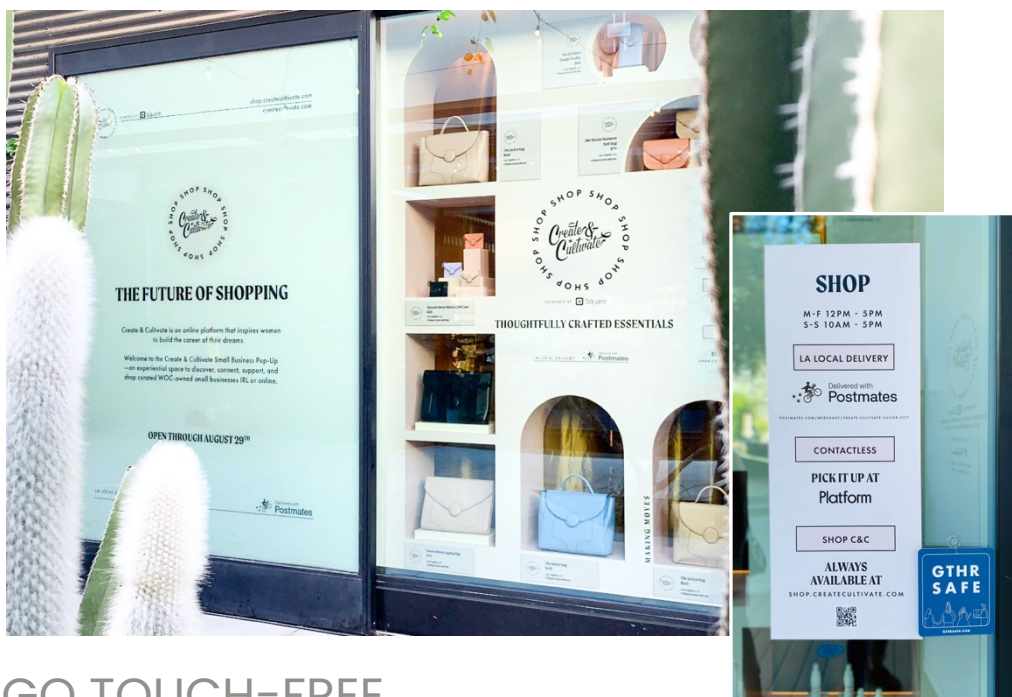


## MOVE IT OUTDOORS

Utilize available outdoor space near your business to bring the workouts outside. Equipment should be set up and cleaned frequently to comply with government guidelines in the local area. Require members to sanitize their equipment station after each use to prevent germs from being spread.



## RETAIL



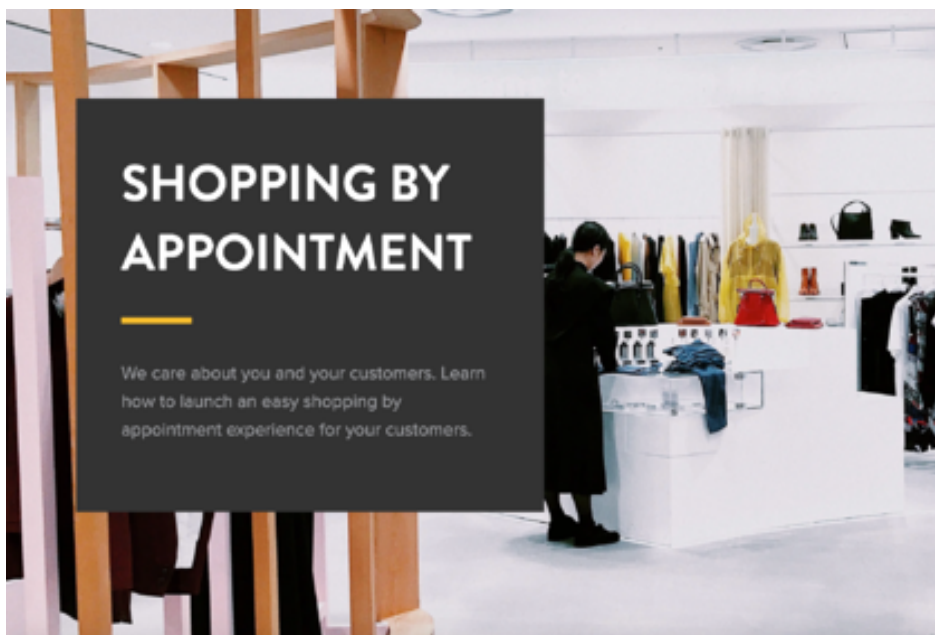
## GO TOUCH-FREE

This social distancing-friendly, yet interactive window shopping experience allows guests to shop a selection of items at a distance, pay using their own device, and get it delivered through a local delivery service like Postmates.



## CLICK &amp; COLLECT

For many retailers, curbside pickup of online purchases has been a go-to since the start of the pandemic. Take it a step farther by building up store window displays and adding colorful touches to sidewalk services to bring back some of the fun of in-store shopping.



## BY APPOINTMENT SHOPPING

Control your in-store traffic while still allowing customers to partake in the in-person shopping experience. Set up a system where customers can book appointment for an in-person shopping time slot. People still need to buy stuff. Shoppers will be grateful to know that measures are being taken for their comfort and safety.



## VIRTUAL SALES/TRADESHOW

Engage your customers with an online shopping event. Show customers available items on live video where you can go through all the major selling points for each product, creating an interactive and entertaining shopping experience. Set up a phone or online order system to capture sales.



## REAL ESTATE



## CURBSIDE PICKUP

Develop an organized or zoned system where shopping center tenants can participate in a curbside pickup program.





# REAL ESTATE



## PROMOTE POSITIVITY

Be positive, communicate often, stay on brand, and connect with the community.



## OUTDOOR PROGRAMMING

People are social online and in person.  
Create outdoor programs that bring people  
together safely.

## *Tips on how to invest in your business, reach your customers, and continue to generate leads during COVID-19.*

- Solidify your digital footprint to be found online
- Connect with you customers on social media
- Invest in PPC advertising and boosting social posts
- Crazy times call for special offers
- Adapt, adjust, evolve or parish – modify your strategy
- Reconnect with your customers
- Create an interactive platform
- Work on reputation management
- Spread love, positivity, and joy





For more information, visit us at *kayyemmarketing.com*



# KNOW US BEFORE YOU NEED US

KAYYEM MARKETING

