**Marketing Strategies / Tactics to think about and consider for COVID-19**

*Downtown Ithaca is actively advertising a message to locals to consider the impact COVID-19 Is having on our local shops. We are encouraging people to shop at businesses online or through take-out services. If you can offer sales in any capacity, please let us know so we can spread the word about what you are doing!*

1. **Online Store**
   1. If you have one, make sure people know it on social media
   2. Place a sign in your shop window letting people know where they can shop online
   3. Try to update and add new products to your online store then share them on social media.
   4. Let people know what they can buy on your store
   5. Share products for sale in Instagram and Facebook
   6. If you have an online store, you can link to Instagram.
2. **Alternatives to conduct business without an Online Store:**
   1. **Facebook Marketplace:** If you do not have a store online or ability to build one, create a Facebook marketplace - take photos of items and put them on Facebook for sale.
   2. **Set up** [**Instagram Shopping Via Facebook**](https://www.facebook.com/business/instagram/shopping/guide) **or** [**Setup Instagram Shopping Via Instagram App**](https://help.instagram.com/1108695469241257?helpref=related)
   3. **By Appointment only:** If you are comfortable inviting shoppers into your store one or one by appointment let them know you are open by appointment and provide a number to call.
   4. **Virtual Sales via smartphone.** Use your Facetime or Google Duo to take a customer personally around the store for shopping.
3. **Takeout/Curbside Pickup:**
   1. If you do not have curbside pick up by your store, identify a loading zone near you as your desired curbside pick up place.
   2. Keep it consistent for all customers.
   3. Make it clear in any purchase instructions on your site or over the phone.
   4. Instruct working staff too.
   5. Businesses on the Commons - find a close loading zone on Aurora or Cayuga and instruct people to meet you at one or the other zone.
4. **Social Media Marketing** 
   1. DO NOT STOP at just posting the ways people can shop at your store without coming to the store.
   2. Post frequently and regularly WHAT people can buy and how.
   3. Photos!!!
      1. Post them to your accounts.
      2. Send the to DIA to share to their accounts.
   4. Share your posts to Downtownithaca. Use Hashtag #downtownithaca or tag @downtownithaca.
   5. Send the details and photos to [info@downtownithaca.com](mailto:info@downtownithaca.com). Darlene collecting and is providing a constant stream of coverage of what is available in stores and how people can buy it.
   6. Share your story. Why you went into business, what inspires you at your business.
   7. **#KEEPTHELIGHTSONITHACA** - Created by Sunny Days. Share encouragement and let people know how they can help.
   8. **#PlayIthaca** - Created by Alphabet Soup. Geared toward families & kids.
5. **Downtown Ithaca E-News**
   1. Downtown Ithaca will continue to send out a weekly e-news to its list of subscribers to let people know which businesses are still conducting business and how.
   2. Send all updates about your services and service changes to [enews@downtownithaca.com](mailto:enews@downtownithaca.com)
   3. The deadline to submit an item to E-news is TUESDAY, by the end of the day.
   4. Enews will go out on Wednesday every week around 3 PM.

**MARKETING CONTINUITY QUESTIONS CHECKLIST:**

1. **Is it clear on your website what your COVID-19 shop hours or services are?**
   1. SPELL IT OUT - Make it pop out from your website or become a landing page to your website to let people know these are your temporary new services or hours of operation to accommodate for business during the pandemic.
   2. People looking at homepages that have simply been updated with new shop hours may not make the connection that these are circumstantial. Instead, they might assume you have done nothing to react and are closed.
2. **Have you put a sign on your door(s) that indicates your new hours or service options?**
3. **Have you put a notice up on your facebook, instagram or twitter with same information?**
   1. If you did a post only - go in and update your profile information with COVID-19 Hours of operation
4. **Have you communicated your services/ service plan to your staff so they can disseminate what you are doing to their friends and family.**
5. **Have you let the DIA know your business operation plan?**
   1. DIA has dedicated the front page: downtownithaca.com to noting all the downtown businesses open for business.
   2. Check the site: if you are not up there, let us know your plan. If your plan has changed, let us know.