



BACK TO WORK Playbook

Three-Step Plan for Your Business

As we all adapt to the new “normal” of COVID-19 operations, keep in mind we are in this together. You have a ton on your plate, so we have put together an easy three-step plan to help make your transition back to work as seamless as possible. Consistency and efficiency are key right now.

Let's get back to work, alert your customers, and keep your employees safe!

STEP 1

TAKE INVENTORY OF YOUR BUSINESS' NEEDS

What do I need right now to reopen successfully?

- PPE supplies?
- Signage?
- Marketing plan?
- Website refresh?

What will my initial staffing requirements be when I reopen?

- Can I offer limited hours to furloughed employees?
- Can employees work in shifts to enforce social distancing?
- What are my employees' safety needs?
- Do they need cloth reusable and washable face masks or disposable masks?

- Do they need large sneeze guards at cashier lines or customer service areas?
- Do they need latex gloves, hand sanitizer and/or protective coveralls?

What are my customer's needs and concerns?

- How can I ensure my customers' safety? Do my employees need masks, alcohol wipes to sanitize the store, signage to ensure hygiene and safety protocols?
- How can I better accommodate my customers? Can I offer curb-side pickup, delivery, online ordering, or two-day shipping?
- Have customers' needs shifted?



What are my goals and potential challenges?

- **Budget** – How much capital can I access and how can I put that money to use?
- **Space/location** – Can/does my physical space need to be adapted to enforce social distancing?
- **Supply chain** – What are my supply chain vendor relationships like right now? Does it make sense to look for new vendors to meet short-term needs?
- **Products/Services** – Can or should I pivot offerings to address customers' needs?

Plan your marketing strategy

- Assess my competition
- Update marketing plan to reflect customer's current needs
- Use all communication channels to announce reopening, schedule, and changes – including website, social media channels, blogs, email lists, networking groups

Be prepared to adapt to obstacles

- Plan for challenges
- Regularly check in with employees
- Get feedback from customers
- Analyze sales and web data



STEP 2 CREATE A MARKETING, DIGITAL, AND COMMUNICATION PLAN

Like most businesses, you will probably need to communicate to several different audiences – each needs a unique approach to ensure the message is successfully conveyed.

Employees

- Keep employees in the loop about reopening plans
- Communicate details of changes (workspaces, safety, sanitizing)
- Advise on new work practices and guidelines for health and safety
- Offer resources for employees

Customers

- Use multiple communication channels (email, social media, signage, etc.)
- Emphasize customer safety as a top priority
- Create and share FAQ documents around specific questions related to product/services, safety practices, supply chain
- Reach out to affected customers (if applicable)

Vendors/Partners

- Meet with each vendor/partner to review contracts
- Communicate the re-opening strategy with them



EXECUTE YOUR REOPENING PLAN

Develop a realistic time frame

- Work to reopen in stages that meets customer needs, employee needs, and CDC/state guidelines
- Gather input from employees/team. What are their suggestions, concerns, questions?
- Make a list of every task I need to accomplish to successfully re-open
- Coordinate with vendors
- Let customers know the reopening plan

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YOUR REOPENING RESOURCE

HOW CAN STRATEGIC FACTORY ASSIST YOU?

PPE and Virus Prevention Supplies

- Alcohol wipes
- Anti-microbial mouse pads
- Cell phone tripods
- Hand sanitizer (branded and unbranded)
- Gloves (latex and nitrile)
- Gowns
- Masks (reusable cloth masks, branded masks, KN95 masks, N95 mask, surgical masks, face shields)
- Pins (employee recognition)
- No-contact thermometers
- Protective overalls
- Shoe covers
- Touch-free key ring
- Uniform shirts

Signage

- A-frame
- Banners
- Car decals and magnets
- Employee IDs
- Feather flags
- Floor decals
- Floor dividers (gyms, cubicles)
- Free-standing sign in stand
- Plexiglass sneeze guards
- Posters
- Spinner Signs
- Stanchion signage (ideal for check-in/check-out lines)
- Vinyl graphics
- Yard signs

Lamination available on various signage pieces



Marketing and Digital Services

- Branding
- Content creation
- Customer e-blasts
- Marketing strategy
- Search Engine Optimization (SEO) and Pay-per-click (PPC) management
- Social media management
- Website audit and design

Print

- Brochures for new business offerings
- Disposable and laminated menus
- Fliers
- Laminated collateral materials
- Training manuals

Lamination available on various print pieces

Direct Mail

Start engaging your audience through direct mail with our state-of-the-art mailing facility! We're fully equipped to handle all of your fulfillment needs, including creative, production, messaging, variable data, targeted mailing lists, and mail services.

Digitally Enhanced Direct

Want to catapult the mileage you're getting out of your direct mail campaigns?

We have just the tool for you! Direct Mail Booster maximizes your marketing impact, giving you greater control over your campaign with seamless mail and call tracking, Facebook follow-up, social matching and more!

Plus, it's **one of the most viable marketing strategies right now** with more people at home, on their devices and checking their mailbox. And the best part – we do it all for you! From designing and printing to mailing and tracking, you'll never have to lift a finger!

**PUT YOUR
BUSINESS
BACK ON
THE MAP!**



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WE'RE HERE FOR YOU.

