

# CHECKLIST



## COMMUNICATING DIGITALLY WITH YOUR CUSTOMERS DURING COVID-19

### 1 STAY UPDATED

Check in with your local government and association websites to check whether your business is deemed essential or non-essential so that you can communicate appropriately to your employees and your customers.

### 2 UPDATE YOUR WEBSITE

After you develop your business continuity plan, turn to your website as the first step in communicating to your customers. Also be sure to update any portals you might use to communicate with your customers. Create a separate webpage or include copy on your homepage that indicates:

- a If your business is fully operating, semi-operational, etc.
- b If anything has changed when it comes to service (for example, some companies are only offering outside services, etc.)
- c How your company is taking measures to ensure the safety of customers (if they will be arriving in masks, gloves and gowns, no handshakes, etc.)
  - i This includes no-contact signatures, no-contact services, etc.
  - ii For a sample website copy, [click here](#)

### 3 EMAIL YOUR CUSTOMERS

Let your customers know your business status, what you are doing to protect your technicians and customers, and how they can get in contact with you. Also, include any information related to promos, service interruptions, etc. [Click here](#) to find sample email templates.



## 4 TURN TO SOCIAL MEDIA

- a) Ensure your social channels are up-to-date with your most recent company information. For field services, we recommend Facebook and Instagram as the two priority social channels. [Click here](#) for all the benefits of using social media, if you are not on it already!
- b) Post any new updates to your pages to ensure that your customers and prospects are receiving important information on all channels.
- c) Be creative. Communicate why your services are essential during this time!
  - i) Check out our latest blogs on how to creatively communicate with your customers during the quarantine.
  - ii) Use graphics to communicate—access free templates [here](#).
  - iii) You can also use tools like [Canva](#) to help edit your own social graphics
- d) Join Facebook groups for field service professionals. WorkWave just created its Facebook Resource Center for field service companies, which can be accessed [here](#).

## 5 CREATE (OR PARTICIPATE IN) COMMUNITY PAGES

- a) Many local towns and communities have Facebook pages, where residents can join and look for input on local businesses to use. This is a great place for you to not only communicate any special offers or news your business has, but to gain some competitive intel as well (just be sure to check page rules before posting). You should also consider platforms like [Nextdoor](#).

## 6 USE GOOGLE TO YOUR ADVANTAGE

With many people at home searching for services and products, now is the perfect opportunity to invest in your branding and marketing (SEM) and search engine optimization (SEO) efforts to take control of your position in the market. Google has many features that are beneficial for small and local businesses to use, including Google Ads, Local Services Ads, Google Guarantee, and Google My Business. Our latest [blog post](#) includes specific information on each.

**\*Editor's Note:** Due to the COVID-19 outbreak, some features of Google My Business have been temporarily suspended. During this period, no new reviews will be published to Google My Business listings, review replies won't be published, and Q&A's have been removed. While Google isn't currently publishing new reviews, that doesn't mean they aren't as important as ever. Continue to monitor your reviews and don't hesitate to reply. Although they won't be published immediately, reviews and replies are expected to be posted once the outbreak passes.