

# Adapting to the new world of business

- Be proactive, not reactive
- Reinvent your business
- Can't work IN your business? Work ON your business
- Stand out from your competitors by being innovative
- Refresh your image
- Appeal to a wider audience
- Make more sales online

**"In the midst of every crisis, lies great opportunity."**

**-Albert Einstein**

## safety first

Firstly, you need to work out how you can safely do business, then communicate this to your staff and customers. Make sure you are keeping up to date with the latest government laws and recommendations. Check out [www.business.gov.au](http://www.business.gov.au) for the latest updates.

- You need to let your customers know HOW you are operating. How can they access your products or services at a safe distance? For example, consider offering one or more of these options:
  - Local home delivery
  - Outside of store pickup
  - Order over the phone
  - Click + collect
  - Limited store entry
  - Fully comprehensive online shop

### Staying connected from a distance

- Use social media - you can "pin" your information to the top of facebook, include COVID 19 information in your bio on Instagram, use memes or make your own graphics to explain whats going on. Social media is where your customers are likely to turn first for current information, so it's important to use this free marketing channel. We recommend especially Facebook, Instagram and Twitter for general consumer messages, or LinkedIn for business to business.
- Make sure your website is updated with your opening hours and contact methods. If you have access to update your website, put your current trading information on the front page so it's easy for customers to see. Make it clear this is COVID-19 specific so they know the information is up to date.
- Use every contact point to reinforce your message. For example:
  - change your default phone message to suit
  - put a large sign on your window even if you are closed, that's visible from the road (or at least car parks/foot traffic)
  - consider car signage particularly if doing home deliveries
  - put an information flyer/menu/product advert with every product order
  - put logo stickers on products, packaging etc so people know where the whole order has come from
- Ensure you mention your website or social media on these adverts so you can keep your message current should the situation and how you operate change
- Consider partnering with other complimentary stores to keep more customers in the loop



### Get the message across

Make sure customers understand that YOU understand:

- COVID-19 protocols
- Keeping your customers safe
- How to serve your customers
- That you are still open for business, just doing things differently for now

## promote, promote, promote

Now more than ever, visual promotions will be seen as there is so much less going on in the outside world!

### Apparel

Clothing branding for your delivery people or onsite staff.



### Vehicles

Right now there are less cars on the road, meaning more visibility to your business's vehicles, leading to potential interest.



Easy options are rear window graphics, magnets and vinyl cut stickers, perhaps with temporary messages.

### Shop signage

Even if you're closed, make it clear that you're still trading - but know that an A4 piece of paper with a handwritten statement doesn't cut it.



Customers are often not able to stop and take time to read; authorities are discouraging loitering/window shopping and browsing. You need proper signage to catch people's eyes quickly and effectively.

### Bags

Deliver your product with a sticker on the bag so you always have a branded presence.



Flyers in bags mean customers don't forget you once you've delivered the product; give them ideas for their next purchase.

## refresh

Why not use this time to freshen up your business - whether it's your physical premises with a spring clean or a repaint, re-organise your store layout, or refresh your marketing and customer materials.

You could implement forms you have always thought would be handy to systemise, get your brochures updated, or redesign your logo ready to relaunch bigger and better post-pandemic.

## reinvent

Maybe now is the time to re-assess HOW you do business? Is there a better way, a better product, a better service you could be offering?

Use this time away from the day to day business grind to research all those ideas that float around and never get enough attention, maybe you will find something new and exciting to focus on when we are all allowed back out again!

## get online

Don't have a website? Better late than never! There are so many levels of "getting online" to suit all budgets, and you can be as hands-on or hands-off as you like, so now is a great time to get into it.

Whether it's a platform to showcase your business, or an online store to sell your products, it's an essential business tool these days when so much of our interactions are limited to our devices.

### Strategise, test & measure

Don't just stab in the dark with marketing ideas, talk to Easyaz about a targeted approach to your unique circumstances and opportunities.

We can suggest innovative solutions, and also ways to test and measure results so you don't keep spending on ideas that aren't bringing in the results.

## how much, how long?

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Easyaz can help with pretty much all your business marketing, from design, websites and printing to apparel, signage and installation. We can turn jobs around same day if necessary; you tell us your need and we tell you what we can achieve for you.

Payment plans are also available to spread the cost.

## When will this be over?

OK, we don't know either! But businesses that adapt survive. We can't change the past, but we can set our course for the future.



#weareinthistogether

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We are not offering face-to-face meetings right now, but our machines are working hard to keep the marketing rolling.

And yes, we deliver, large and small.

For all your signage, business printing and branding, give us a holler!

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