

BACK-TO-BUSINESS Tools



Brought to you by:



YOUR ONLINE CHECKUP - HELP YOUR CUSTOMERS DO BUSINESS WITH YOU

GOOGLE



GOOGLE YOUR BUSINESS

Google your business and make sure the sites listed on your front page results contain your current information (hours of operation, special instructions for customers, and so forth). This is the first page your customers will see when they Google information about you - make sure it's correct!

SOCIAL



UPDATE SOCIAL MEDIA

Update your business hours on your "About" page. Create a post that includes your current hours of operation, procedures on shopping, and sanitation process, if applicable, so your customers know what to expect. Pin this post to the top of your page so customers see it first.

EMAIL



EMAIL BLAST

If you have an email list, use MailChimp, Constant Contact, or a direct email (blind-copy all addresses) to **welcome your customers back, and include any new processes or procedures they can expect when visiting you.** This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

VAIL DAILY

USE LOCAL TOOLS



Update your business status information on Vail Daily and VVP's *Open for Business Community Billboard*. Visit vaildaily.secondstreetapp.com/Community-Bulletin-Board/ and click the appropriate category. Input basic data about your business name, address, phone number, website, email, FB page, and a short description of current offerings, hours, etc.

ONLINE CHECKUP – OTHER IDEAS

CONTEST!

Run a social media contest for a prize to reengage customers with your brand.

Check your social media platform's guidelines for contest rules.



Broadcast "LIVE" on Facebook during your first week to give customers a virtual tour around your business, showcasing any physical distancing you've put in place.

GO LIVE!



IMPROVE YOUR ONLINE PRESENCE

This is the perfect time to start working on your online business presence. The ability to do business online gives you the flexibility to more easily pivot during a crisis.

If you don't have a merchant website set up yet, consider working on this now so you are able to sell your merchandise or services online.

Tip: Many VVP members have tools and services that can help you. Visit our online business directory or contact us to find what you need!



970-476-1000

vailvalleypartnership.com
covid19businessresources.com

Here to Help

As you work your way through the reopening process, let us know what you need and how we can help. We'd love to hear what you're doing to engage customers so we can share your success with the community and your peers can learn from your strategies.

POSTERS

The following 4 pages are posters you can print off and display at your entrance, in your business, or in employee areas.

These are sized for 8.5 x 11 paper.

COVID-19 NOTICE



Has a COVID-19 Business Plan in place

- Disinfection and Sanitation plan
- Physical distancing measures
- Protective gear (masks, gloves, barriers)
- Employee Training on COVID-19 plan
- Temperature & Symptom Checks on Employees

MAXIMUM OCCUPANCY: _____

We have done our best to minimize the possibility of exposure to Coronavirus, but exposure cannot be completely eliminated. PLEASE ENTER AT YOUR OWN RISK.

DO YOUR PART, PLEASE:

- Do not enter if you feel sick
- A face mask is strongly recommended
- Maintain a distance of 6-feet between people
- Leave at risk people at home when possible
- Limit Groups



How to properly wear a face mask



- ENSURE THE PROPER SIDE OF THE MASK FACES OUTWARD
- SECURE THE STRINGS BEHIND YOUR HEAD OR OVER YOUR EARS
- PRESS THE METALLIC STRIP TO FIT THE SHAPE OF THE NOSE
- COVER MOUTH AND NOSE FULLY MAKING SURE THERE ARE NO GAPS
- WEAR MASK
- DO NOT TOUCH THE MASK WHILE USING IT. IF YOU DO WASH YOUR HANDS
- REMOVE THE MASK FROM BEHIND BY HOLDING THE STRINGS WITH CLEAN HANDS

FACTS OVER FEAR

FACE COVERINGS

GUIDANCE FOR EFFECTIVE USE



- TRY NOT TO TOUCH YOUR FACE WHEN PUTTING ON AND TAKING OFF A FACE MASK
- WASH YOUR CLOTH FACE MASK ROUTINELY WITH YOUR REGULAR LAUNDRY
- ALWAYS WASH YOUR HANDS IF YOU HAVE BEEN AROUND SICK PEOPLE OR WHEN IT BECOMES WET OR VISIBLY DIRTY.
- WASH YOUR HANDS BEFORE PUTTING ON YOUR MASK AND AFTER TAKING IT OFF.

MAXIMUM OCCUPANCY REACHED



STOP

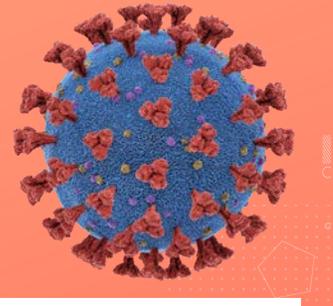
PLEASE WAIT FOR SIGN TO BE TURNED OR SOMEONE TO EXIT

SYMPTOMS OF novel coronavirus (COVID-19), a cold and the flu



SYMPTOMS	COVID-19 Symptoms range from mild to severe	COLD Gradual onset of symptoms	FLU Abrupt onset of symptoms
Fever	Common	Rare	Common
Cough	Common	Common	Common
Sore throat	Sometimes	Common	Common
Shortness of breath	Sometimes	No	No
Fatigue	Sometimes	Sometimes	Common
Aches and pains	Sometimes	No	Common
Headaches	Sometimes	Common	Common
Runny or stuffy nose	Sometimes	Common	Sometimes
Diarrhea	Rare	No	Sometimes especially for children
Sneezing	No	Common	No

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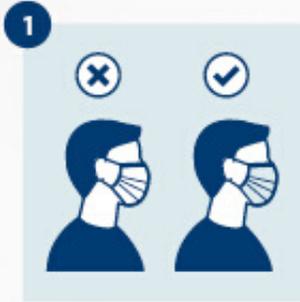
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