

# 9000 South

Redwood Road to State Street



## Business Workshop: How to Keep Your Business Thriving During Construction Strategies & Tactics

### Level of Effort & Resources



- Begin with a win/win attitude!
- Keep your employees informed
- Gather customer contact info prior to construction
- Launch a social media presence
- Provide text updates
- Promote bike/walk/bus to work
- Coordinate with project team to pass project updates to customers
- Work with homeowners association
- Engage employees in identifying a game plan



- Hold events – online or in person
- Consider contests/giveaways
- Adjust/extend business hours
- Pool resources with other businesses
- Modify inventory as needed
- Host days of celebration for specific businesses
- Create a traveling trophy among businesses participating in promotions
- Work with Valley Journals for articles about out-of-the-box or interesting things your business may be doing



- Consider creative promotions
- Offer coupons
- Place joint ads with other businesses
- Provide delivery service or curbside pick up
- Hold sidewalk sales
- Improve signage



- Buy newspaper ads
- Purchase radio/TV ads

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## Business Workshop: How to Keep Your Business Thriving During Construction Social Media Platforms

### What is Best for your Business?



- Immediate updates
- Higher frequency of posting is acceptable
- Direct customer interaction
- Create specific hashtags
- Hyperlink friendly



- Events and announcements
- Post once or twice a day
- Advertisements
- Built-in shop, contest, and coupon feature
- Easy share feature
- Broadest audience
- "Boost" your posts



- Post daily
- Visual content
- Know your audience!
- Create specific hashtags
- Video-friendly
- Host contests and giveaways



- Targets brick-and-mortar storefronts
- Respond to concerns
- Customer Feedback
- Prominently featured in Google searches



- Business account provides built-in analytics
- Work with influencers to promote your business
- Create videos to showcase your product/service
- Create a chain reaction with TikTok Challenges

### Helpful Links

- [New to Twitter?](#)
- [Hints and tips to creating a successful newsletter](#)
- [Successful Facebook Pages](#)