



Online Tactics to Revitalize Your Small Business

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Entrepreneurs like you are a different breed. You started your business with a dream and developed an innovative brand with the goal of improving people's lives—including your own. As you're well aware, there are no free rides or promises along the path to success. No one said it was easy and maybe that's part of the allure. Your tenacity, focus and determination supersede your fear of failure and when others might look for an exit strategy, you dig in your heels and push forward. You take great pride in serving your customers, providing a stable income for your employees and making the most of the opportunity you've created.

Lately however, the small business landscape has changed dramatically. New obstacles posed by the coronavirus (COVID-19) crisis have had a profound impact on the U.S. and world economies and nearly **90 percent of small businesses indicate they have been affected in a substantial way.**

While safeguarding the health of your family and employees is your first priority, you may be facing a seemingly endless series of business roadblocks and detours you could have never envisioned. "I have been in this business since I was 17," **says Geoff Tracy, a restaurant owner in Washington, D.C.** "Never could I have dreamed up such a devastating blow to our business. Never could I have imagined laying off so many people."

Unfortunately, Geoff's story is not uncommon as small businesses across the country wonder how to make it through today and, as America gradually reopens, what the future holds. It's a lot to think about. What can you do to keep your business going now so you can try to gain momentum and hit the ground running when the economy begins to bounce back? You've always had the drive, determination and positive attitude that have set you and your business apart.

Now it's time to explore the specific strategies and tactics you will use to write your comeback story.

Although every challenge is unique (and this is a big one), the waters are not completely uncharted. Throughout the history of business, there have been devastating blows to the economy and small business marketplace. Out of the ashes of economic turmoil have risen resilient and real-world examples of people and their companies who have not only weathered the storm but come out better and stronger than they were before. With these examples of perseverance, hope and innovative thinking come blueprints for building your business.

There are plenty of examples of people overcoming overwhelming and seemingly insurmountable odds to become the best version of themselves and inspire greatness. Born into slavery during the 1860s, George Washington Carver navigated incredible obstacles to become a revered professor at the legendary Tuskegee Institute and is recognized as one of the world's most influential agricultural scientists and inventors in history. Asked to sum up his approach to life and work, **he simply stated**, "There is no shortcut to achievement. Life requires thorough preparation."

You have a unique opportunity to reinvent yourself and your brand that might have not been possible without this crisis. You can now quickly pivot and move forward with approaches and strategies you may have never pursued and drive your business into new areas. Here's a little guidance to help you right the ship and reach new levels of success.

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Be Bold During the Most Challenging Times

Fortuna audaces iuvat—Latin for “Fortune favors the bold”—is a phrase that traces its origins to the Romans of the first century BC. Through the years, this legendary battle cry has been championed by royalty, soldiers, artists and philosophers and also appears on the coat of arms of some of the world’s most famous families. The inference of this motto is that while some people retreat in the face of adversity, history rewards those who persevere and push forward.

There are many examples of this mindset in the world of business. Take advertising legend Leo Burnett for example. When he daringly (many said “foolishly”) chose to open a new marketing business in downtown Chicago during the Great Depression, Leo proudly placed a bowl of red apples at the reception desk for all to see. In a time when fruits were scarce, the apples represented abundant hope during an unpredictable and frightening period of U.S. history.

Not only did Burnett survive the lean years, but he also employed an ever-growing staff of creative thinkers who developed the Jolly Green Giant, Tony the Tiger and United Airlines’ “Come Fly The Friendly Skies” theme. “When you reach for the stars, you might not quite get one, but you won’t come up with a handful of mud, either,” said Leo. Today Burnett’s agency is still a worldwide leader— with a shiny bowl of red apples in every office.

“When you reach for the stars, you might not quite get one, but you won’t come up with a handful of mud, either.”

Leo Burnett,
Advertising Legend



A Well-Organized Website Sets You Apart.

Just as Leo Burnett left his mark with images that still resonate to this day, you can enhance your business's reputation with a new or refreshed website that speaks directly to your customers and reinforces your value and brand principles. Recent events have called attention to the critical need for an online presence with more people staying in and **working from home** and with many businesses having to adjust the services they offer at storefront locations.

A website means your business is always open for customers to visit even when your brick and mortar store isn't. For a highly affordable investment, you can stay in constant contact with your customers and keep them engaged with your products, services and brand. No matter the situation, your business can remain open 24/7 and can be accessed by interested customers and prospects anytime, anywhere.

To help you start or refresh your online marketing strategies, Web.com can help with **website packages** featuring hundreds of easy to use web templates designed for your specific industry. Need more assistance? Our **professional web designers** will create a site for you from start to finish. You'll also have affordable access to **website hosting** for more reliable uptime and **professional email accounts** that keep your employees engaged with customers, prospects, vendors and each other.



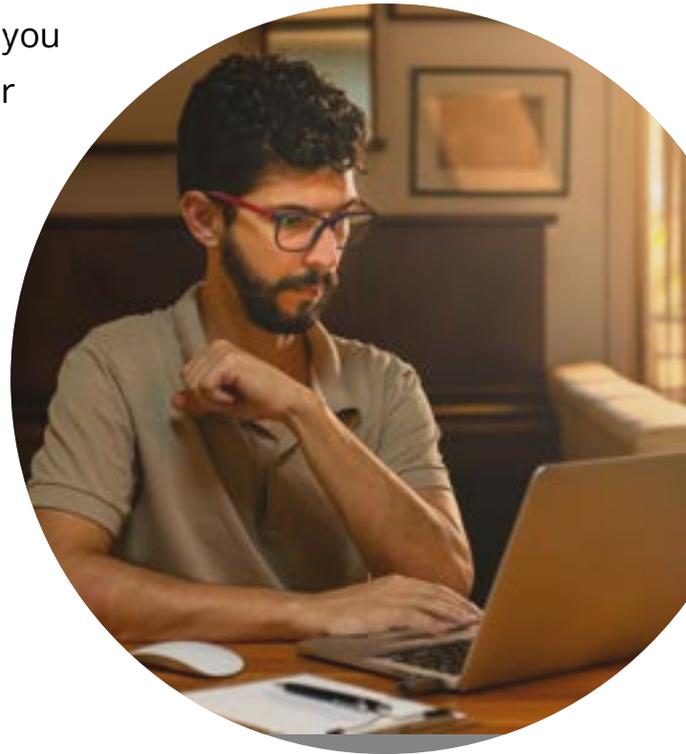
Having a website
means your
business is open
to interested
customers 24/7.

You can also attract more website visitors by improving your search engine optimization (SEO) strategy. Make sure your business is easy to find online by conducting keyword research and creating quality content using keywords to improve your rankings in online search directories. Web.com can help you make the most of your **SEO opportunities**.

Protect Your Data, Your Employees and Your Brand

A growing number of employees are working remotely and many are projected to continue to do so moving forward.

That means you need safeguards in place to protect your team and data. With many remote employees utilizing tablets and smartphones to access the internet and emails, Web.com offers a **Cyber Security Solution** that monitors mobile devices to prevent security breaches, provides app security and scanning and guards against device and identity theft.



Also, consider securing additional domain extensions to protect your brand essence. Acquiring both relevant (.guru) and even potentially damaging domain extensions (.sucks) can protect your business and even increase your visibility in the future. By taking a fresh look at the way you add security to your employees' online work experiences and the integrity of your brand, you will strengthen the foundation of your business for today and tomorrow.





See Challenges as Opportunities

After graduating from New York University, **Ernest Montgomery followed his dream** and started a small photography and videography business and completed projects for clients like Pepsi and Miller Brewing, establishing an office of 15 employees on Fifth Avenue.

When the **“housing bubble” recession hit in the early 2000s**, the economic impact affected many people, including Montgomery. He had to quickly pivot and adapt to a sudden loss in business and do everything necessary to keep his business afloat. He let his office space lease expire and formed a virtual agency with remote workers that functioned exclusively online.

To save costs, Montgomery learned to build his own website, developed an easy access eCommerce page and successfully branded his company as the “virtual agency,” passing along the savings (with no overhead from office expenses and insurance) to his clients.

Today, he owns a mutli-million dollar business that he says wouldn't have been possible if he hadn't been challenged to go virtual. “I would have never gone to those extremes to make this success happen if not for a time of crisis,” he says. “I'm glad I did and now it is a model for success.” Like Montgomery, you may have to see things in a different light and think differently to overcome some of the challenges you may be facing.

“I would have never gone to those extremes to make this success happen if not for a time of crisis.”

Ernest Montgomery,
Online Entrepreneur

eCommerce Means You're Always Open for Business

Your business revitalization involves continually seeking ways to better serve your customers and meeting them where they are in the buyer's journey. For example, the world market is seeing **millions of online shoppers and an even greater number during times of crisis** as people stay and work from home more often. Adding or enhancing an eCommerce page on your website means your business is always open, even when your storefront is not.



Take a fresh look at your eCommerce strategy by making sure you fully understand your audience and the way they shop. As more people make purchases online, you may want to rethink how you are communicating with them on your website and eCommerce page.

Some customers may not be as familiar with online stores as others. Make the process fast and easy for them and think like your customers. What would your ideal customer search for? What information do they want to know? What types of messaging will appeal to them and provoke them to take the next step to make a purchase? Answering these questions may provide evidence that you need to pivot and change direction in your marketing approach and will guide you in rejuvenating your online shopping experience.

Ways to Improve Your eCommerce Page

Your site navigation is everything. Have friends and family members who are not familiar with your website try to find their way to your online store and look for the products and services you want to focus on. Learn from their feedback to help enhance the buyer experience. In addition, **40 percent of consumers will abandon a website if it takes more than three seconds to load.** Be sure your website is programmed properly so that your site pages and product copy and images download quickly and are easy to read on mobile device screens.

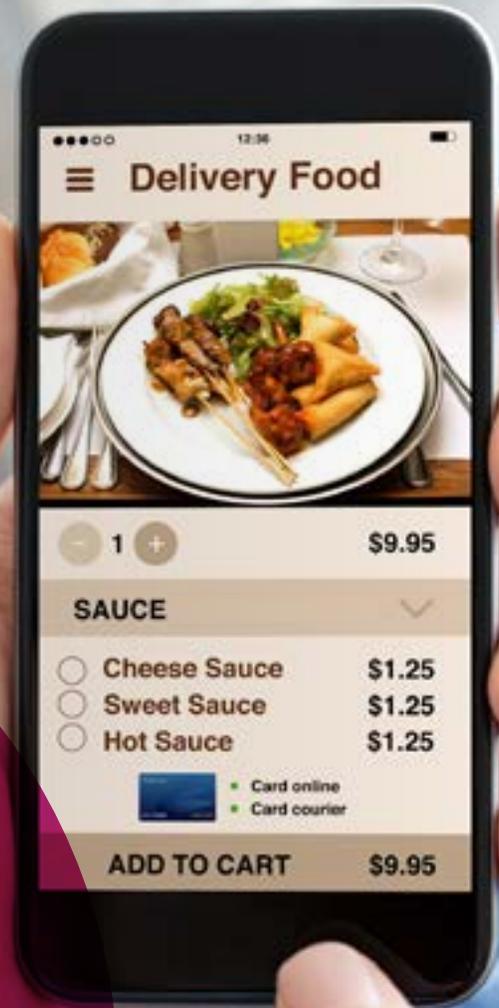
Now more than ever, your customers are worried about the safety of their personal information. One way to alleviate this concern is with **SSL certificates** that protect your customers' private data and let them know your site is trustworthy by displaying a security badge through every phase of the checkout process. Doing this will increase buyer confidence and build trust with your business and brand.

With **85 percent of customers indicating they trust an online review as much as a personal recommendation**, you'll want to make it easy for customers to leave positive reviews about your products and services for others to see. Offer a discount on a future purchase to encourage consumer feedback. Also, be sure to monitor what customers are saying about your brand. You can easily do this with **Google Alerts** (it's free!) so you can quickly address customer feedback, add a word of thanks for a positive comment and correct any problems. Remember **80% of your business comes from 20% of your customers**—always give them the attention they deserve.

To help you with your online sales efforts, Web.com makes it easy for you to set up or enhance an **eCommerce** page on your site—just let us know how we can help.



Always Be Ready to Adapt to Unforeseen Challenges



Some businesses have continued to **keep their operations running strong even during the coronavirus**. For example, **Il Casaro, a small Italian restaurant in San Francisco has quickly adapted to the coronavirus economy** by offering contactless payment and delivery services and even transformed an in-store window into a contactless take-out window. Francesco Covucci, the restaurant's owner has adjusted to safety measures and has relied on the restaurant's website and online presence to keep his business moving forward.

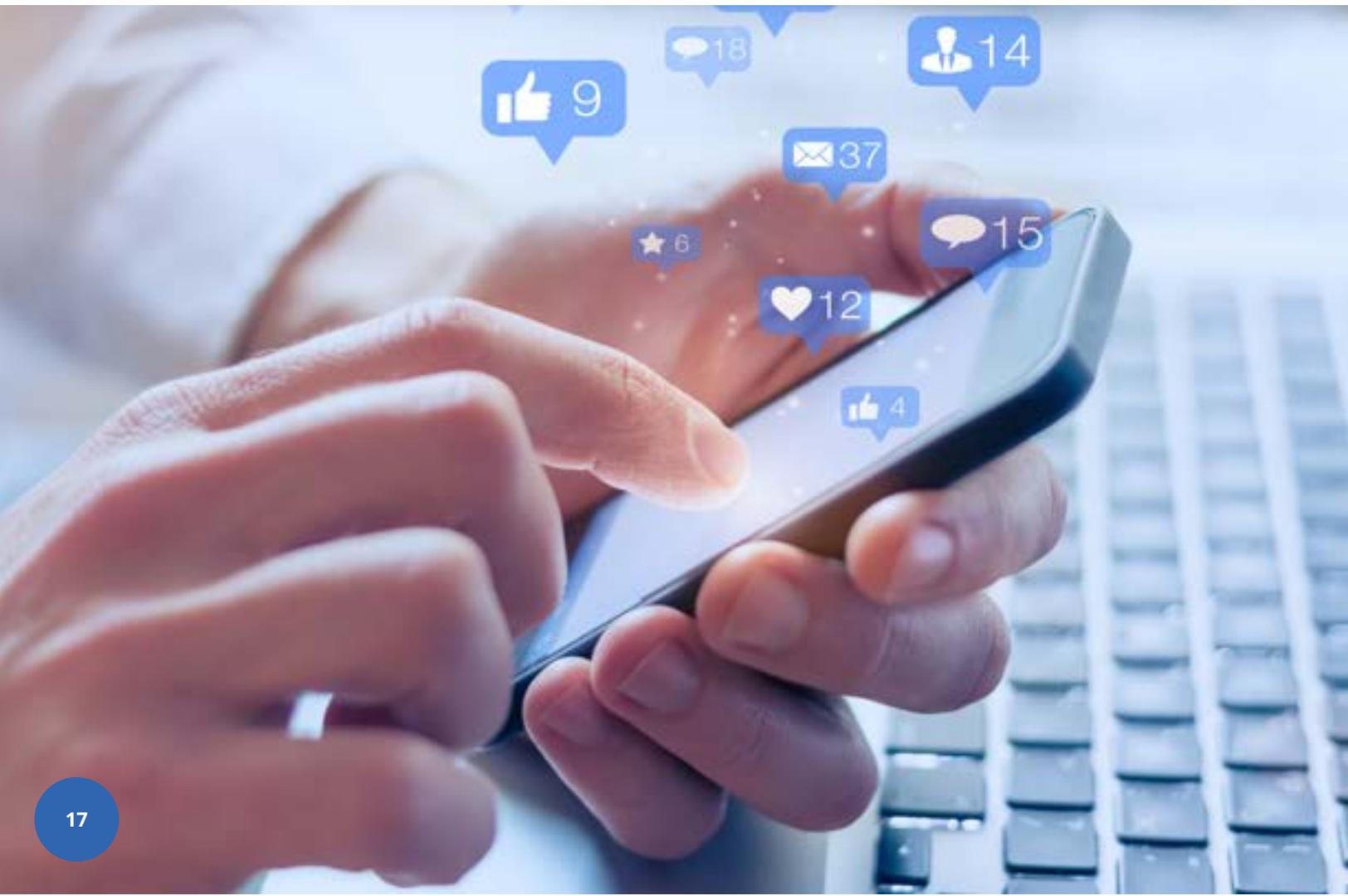
The restaurant maintains a strong **social media** presence by promoting its takeout and delivery options on Instagram and Facebook and posts constant updates to keep customers engaged. Il Casaro also participates in area charities, donating food to medical staff and other essential workers. Covucci has been surprised and thankful for the community's ability to quickly adapt and support his business. "I want to thank the community of North Beach and all of San Francisco. This pizzeria was born to bring people together." Online marketing helps Francesco continue to fulfill that mission.

In a Time of Social Distancing, Stay Active On Social

Social media is a highly affordable and effective way to stay connected with your customers, especially during a crisis. Your business doesn't have to be on every social media network but now more than ever, it is important to do an amazing job on the ones you are on.

During times like these, small businesses are getting more creative on social media promoting ideas such as online tip jars that allow customers to "tip" staff even when a restaurant is not open for dine-in services, gift cards that can be purchased now and used at a later date when businesses can fully reopen and re-grand opening discounts to bring customers back into stores as they reopen.

With nearly **90 percent of U.S. consumers consistently on social media**, it is important to post regularly to keep your customers engaged with your brand. Create a content calendar to organize your posts—online resources like **Sprout Social, HubSpot** and **Smartsheet** are effective and easy to use and can help you maintain momentum. Also, consider starting a blog and share some thoughts on how you're learning from times of crisis. Customers will relate to your personal insights and you can easily promote your blog posts on social media to attract more website visitors.





Know That the Best is Yet to Come

When it comes to the coronavirus and the historic impact it has had on the world economy, it's important to remember that this too shall pass. You have the mindset, skills and perseverance to handle every challenge and keep your business nimble and successful. Know that whatever challenges you are facing, you are not in this alone and there are helpful resources available. For example, should you need financial assistance, the **U.S. Small Business Administration (SBA) offers grants and loans** that you may qualify for.

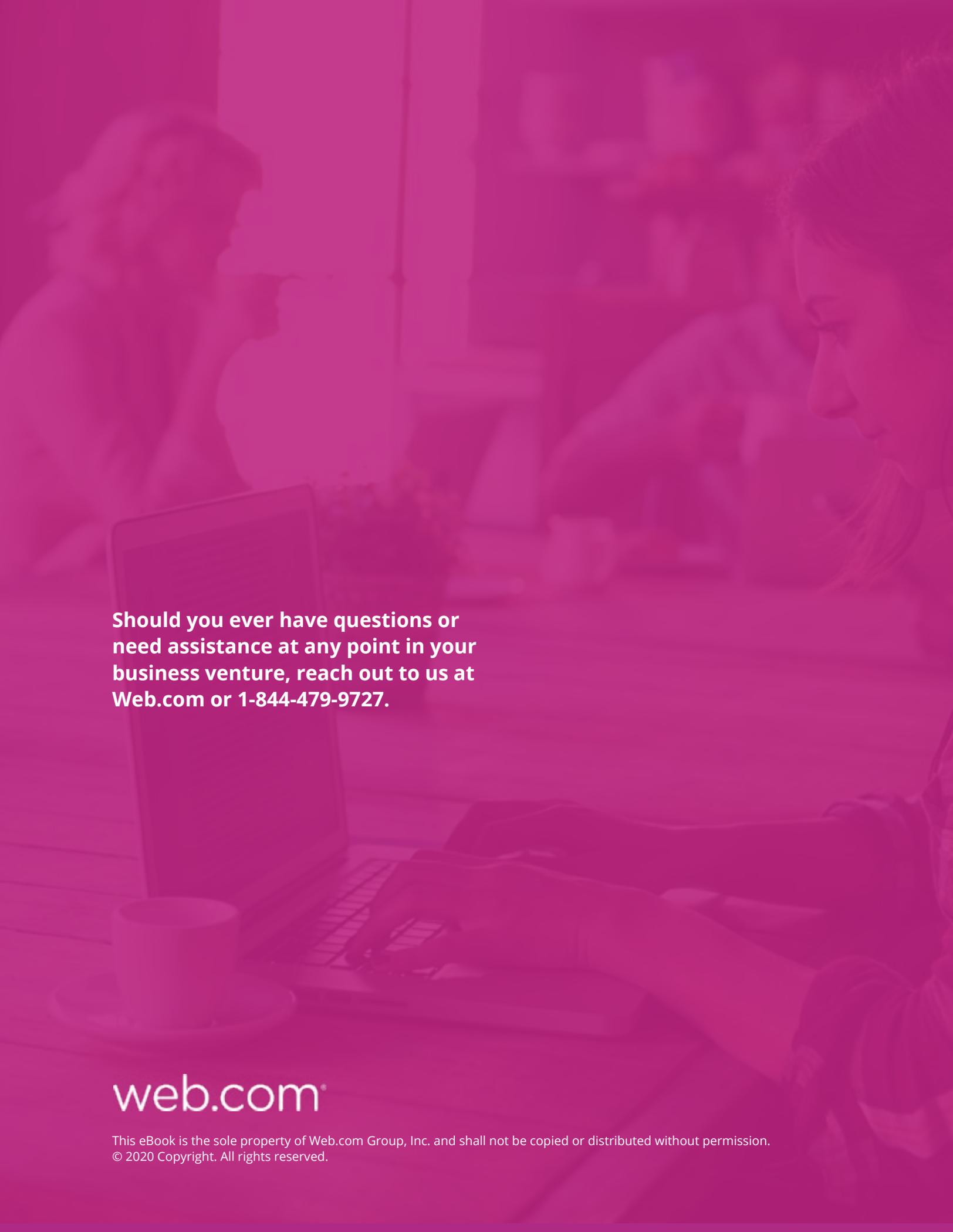
Most importantly remember who you are and what your business is all about. Stay creative, stay resourceful, stay determined and stay true to your mission for motivation and inspiration. We are all in this together and your loyal customers are rooting for you—use online marketing to stay connected to them.





We're in This With You, Every Step of the Way

Every generation has faced major challenges—this is ours. By supplementing your natural instincts and proven experience with online marketing resources, you'll be able to keep serving your customers and grow your business as you plan for even greater opportunities ahead. At Web.com, we're here for you. After working with over 3 million small businesses, we understand what you're facing and are committed to helping you write the next chapter in your success story. Remember, the best is yet to come.

A woman is sitting at a table in a cafe, working on a laptop. She is looking down at the screen. In the background, other people are sitting at tables, some looking at their phones. The scene is brightly lit and has a warm, pinkish-red tint.

Should you ever have questions or need assistance at any point in your business venture, reach out to us at Web.com or 1-844-479-9727.

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