

Honey

Keeping Your Business
Relevant During the Crisis

CITY OF SACRAMENTO

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Sharing is Caring

Turn down the noise, then up your volume.

Pivot.

Partner.

Prepare.



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“

Am I going to be okay? ... The answer is no, you are not going to be okay. You are going to be **spectacular.**

”

- Blair Enns

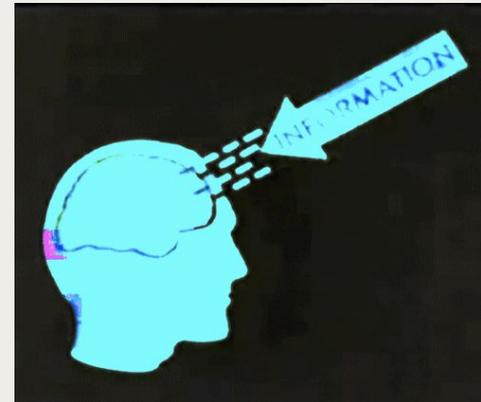
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Turn down the noise, then up your volume.

Focus on the top **two** communications platforms you can do to be heard - is it your social media, email lists, community connections, your own personal social and networks?

Commit to a cadence and content (email every monday with updates - (don't overthink it), 2 social posts per week and stories - tag your community so they know to share). Reminder, Instagram can push everything to Facebook!

Follow and engage with people you think are doing something right. And even ask for advice on your ideas, right now everyone wants to help! Look outside Sacramento for inspiration in other cities.



So much information and too much noise will cloud clarity to goals. Turn down the noise and focus on turning up your businesses volume.

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Noise Down and Up Your Volume

Assessment Checklist

Then + Now Plan

Budgets

Staff (Now Plan)

Mental Health (it's on the list)

Planning

List and Plan Opportunities
to Pivot

Implementation

Move fast and get buy in along
the way

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01. PIVOT

This is not business as usual, this is business during a global pandemic.
In planning how to pivot, you will notice business will not look like it previously did.
Helpful pivot questions:

- Can you sell your products online or through social media?
- If you are service based, can you move to your online consulting to paid webinars?
- Can you leverage the lessened alcohol restrictions?
- Can you deliver?
- Can you do subscription services for people that want recurring deliveries?
- Is there something you can do that will help frontline workers or vulnerable populations that my customers could support?
- Who would be a good collaboration for my company?
- Can you just authentically share your journey (the good, the bad, the ugly)?

Most importantly talk to your customer to let them know what you are doing to keep safe, to sell, and to stay relevant and in business during Covid-10

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01.

PIVOT

EXAMPLES

Chipotle created “Chipotle Together” and is bringing influencers or interesting folks through Zoom, IG LIVE and Facebook Live to do a Q/A over burritos and tacos.

Are you a gym? Trial memberships for your virtual classes - share a FREE 1 month membership and grow your awareness and audiences.

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02.

PARTNER

Align, partner, and create collaborations to grow support and awareness. You can gain more awareness and grow your audience by tapping into collaborative audiences.

This is an opportunity to introduce your businesses to new people.

Consider also partnering with non-profits, how can your business and your customers serve the community during a crisis.

Write down 3 companies you can collaborate with right now! Reach out and come up with smart, responsible ideas.

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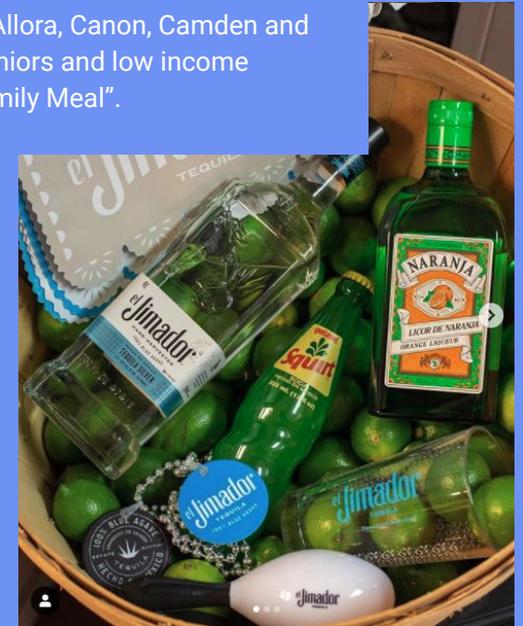
02. PARTNER EXAMPLES

Sacramento's Good Bottle Shop and Empress Tavern have teamed up to offer margarita and paloma cocktail kits for Cinco de Mayo. Check out @goodbottleshop on Instagram for the details.

Madewell is increasing their charitable efforts in response to COVID-19 by matching each dollar donated (up to \$25,000) to No Kid Hungry. Pick a cause where customers can add an optional donation to an organization you are supporting.

Sacramento Restaurants Mulvaney's, Allora, Canon, Camden and Binchoyaki have teamed up to feed seniors and low income families through a program called "Family Meal".

Jose Cuervo is picking up the tab for people who order takeout from local Mexican restaurants on Cinco de Mayo. Customers are asked to send a photo of their receipt, and share to Jose Cuervo's Twitter. The company will randomly select customers to refund.



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03.

PREPARE

Communicate with your staff what you “think” things could look like and **ASK** for ideas.

Survey your customers and understand how to serve their needs right now (through social media or email)

Reinvent job descriptions. Your hostess may be doing pop-up take out, your retail sales person may need to do Instagram pictures for sales, your hairstylist may need to do FaceTime consultations

Communicate early-on with customers what things to look forward to (new, different, and changed)

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03.

PREPARE EXAMPLES

Survey staff

Employee generated content is going far right now and it brings humanity to your message. Also gives you a pulse on mental health and best ways to communicate.

Survey customers (facebook surveys, instagram stories or email)

Prepare a three month marketing plan based on surveys and pivot planning and research. Key to a good plan is clarity, value, meaningful and memorable.

PLAN OUTLINE

Your pivot idea: the big idea you're reinforcing

Your pivot pillars: the main messages to deliver

Pivot pillars: the specific stories that deliver those messages

Pivot executions: the actual pieces of content

Prepare your content - **Trello** is a great resource

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RESOURCES

Over the past seven weeks these are resources that have been extremely helpful as a small business ourselves.

[The Attention Economy](#)

[IDEO's "4 Strategies to Chart a Path Forward When There is No Map"](#)

[How to Set Up Instagram Shopping](#)

[City & Chamber](#)

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“The way to get started is to quit talking and begin doing.”

- Walt Disney

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Now, go be spectacular.

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Sign up for Honey's weekly email to keep getting tips, fun ideas, and just weird musings to make you smile.

workbyhoney.com/newsletter

Thank you.

How to reach us:

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