



BACK TO WORK-SHOP SERIES

RUNNING YOUR BUSINESS IN THIS NEW REALITY

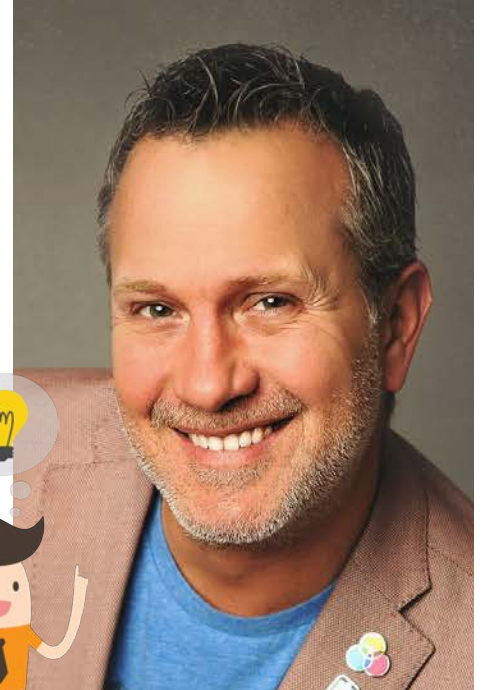
PRESENTED BY ANDY RANDAZZO & LIZ BURKE



SPEAKER INTRODUCTIONS

ANDY RANDAZZO

HitState Marketing Agency, Owner
Digital Marketing Specialist
Brand Marketing Strategies



SPEAKER INTRODUCTIONS

LIZ BURKE

Liz Burke Media, Owner
Communications Professor
Broadcast Journalist
PR & Crisis Management Specialist



Upcoming Workshops

Thurs., May 21 at 12 – 1 PM:

How to Create a Virtual Business Model

Thurs., June 4 at 12 – 1 PM:

Best Practices for the Job Seeker

Thurs., June 18 at 12 – 1 PM:

How to Use LinkedIn for Your Business



AGENDA

Operating a business amid adversity

Virtual is a REALITY

The right messaging is critical

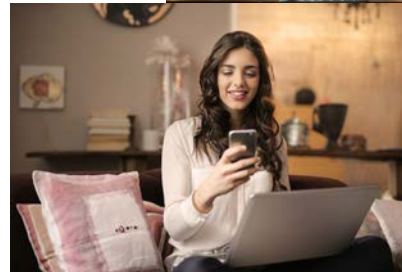
Q&A: During the webinar, please type your questions in the Q&A box below and we will answer questions verbally at the end of the workshop.



OPERATING A BUSINESS AMID ADVERSITY

What are you doing now?

- Are you operating virtually?
- Do you offer an essential service?
- What do your customers need from you now?
- How are you communicating with customers?
- Is your website providing important information?



OPERATING A BUSINESS AMID ADVERSITY

What can you do now?

- Focus on the positive
- Create alternate revenue source
- Set up a crisis task force
- Continuously check
NYS guidelines visit:
governor.ny.gov
- Check county updates
- Hold daily 9AM virtual staff mtg
- Launch staggered office
schedules



OPERATING A BUSINESS AMID ADVERSITY

What should you do next?

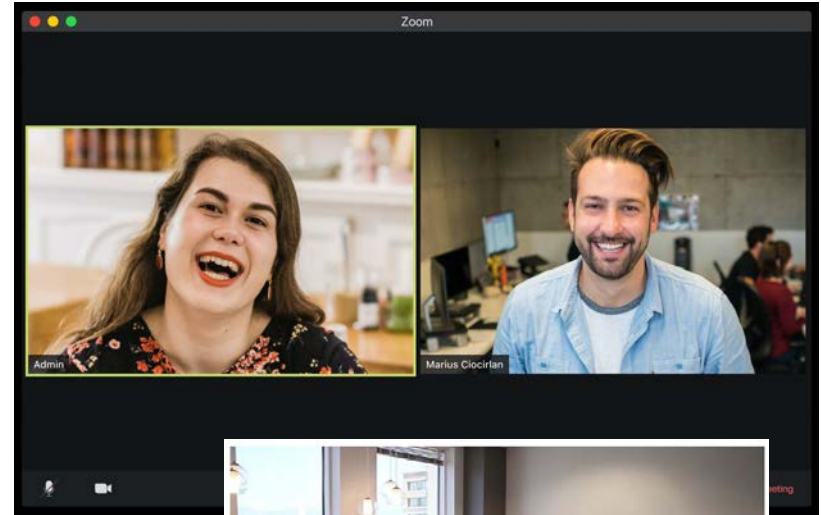
- Focus on hygiene and safety measures
- Arrange health screenings
- Implement social distancing protocols
- Plan use of masks
- Continue reporting of virus cases
- Implement other procedures
- Identify how your business will operate this summer
- Set monthly goals



Virtual is a REALITY: How do you make it part of your business?

Video Conferencing

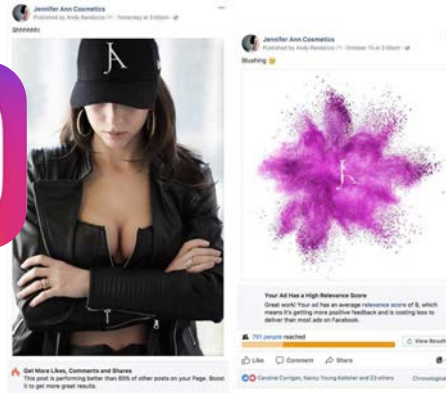
- Zoom, Skype, FaceTime
- Test equipment ahead of time
- Dress appropriately
- Keep a presentable background
- Connect with customers on a regular basis & stay in touch
- Is virtual part of your sales process?
- How are you making this part of your business now and long term?



Virtual is a REALITY: How do you make it part of your business?

Social Media

- LinkedIn
- Facebook
- Instagram
- YouTube
- Content calendar



The right messaging is critical

Top 3 things to say to customers:

1. We are here for YOU. What are YOUR needs now?
2. Here is how we can HELP YOU now.
3. These are the measures we are taking now to resume business operations in the future with confidence.



The right messaging is critical

Keep customer messaging consistent & categorize into (3) buckets:

- Safety & hygiene
- Helpful tips for customers
- Company promotion & products/services

Where should your messaging appear?

- Website
- Email campaigns
- Social media posts





- Media Training
- Professional Speaking Training
- Presentation Skills Training
- Job Interview Training
- Social Media Training
- Public Relations
- Crisis Management

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- Social Media Marketing
- Email Marketing
- Virtual Events
- Website development
- Video Production
- Marketing Strategy
- Brand Strategy

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Questions

