



Quarantine Content Checklist

- Google My Business profile
 - Creation and updates
 - COVID Post and hours updates
 - Other business directories (Yellow Pages, Yelp, Bing, local magazines or newspapers, BIAs)
- Social media presence
 - Instagram
 - Posts and stories (You can share your posts as stories to increase the longevity of your content.)
 - Set realistic expectations for frequency (It seems like everything is going online, so you might feel like rushing into posting extra online. Watch out for content exhaustion though. Post a couple times a week or three times a week if you're just starting to post. If you've already been posting following a schedule previously created, continue with your efforts. Maybe think about changing the type of content from sales pitches to sometime else.)
 - Facebook
 - Posts and groups

- Join different communities to reach a new audience (You can share posts or engage others in conversation by providing a solution to some problem they've shared in the group. The solution could be a product that is sold at your store.)
 - Pinterest, LinkedIn, Twitter
- Continue posting at the frequency you were previously using, however, once again you should consider changing your content.
- Create banked photos or content to post later (after isolation when business picks up again)
 - Try Canva – templates, stock images, free fonts, etc.
- Email newsletters
 - Highly impactful for conversions, consider sending personal emails, since it's quite likely you know your customers by name.
 - Business updates on delivery/pickup options or share updates on safety measures you're taking and you would require your customers to take as your business is allowed to open up.
- Start a blog or video series (vlog)
 - WordPress, Medium, etc.
 - YouTube, Vimeo, IGTV, Facebook Watch, Daily Motion, TikTok...

I'm available at 647-201-4553 or mehreen@downtownorillia.ca to answer your questions or to set up a virtual session to help out with your digital needs.