

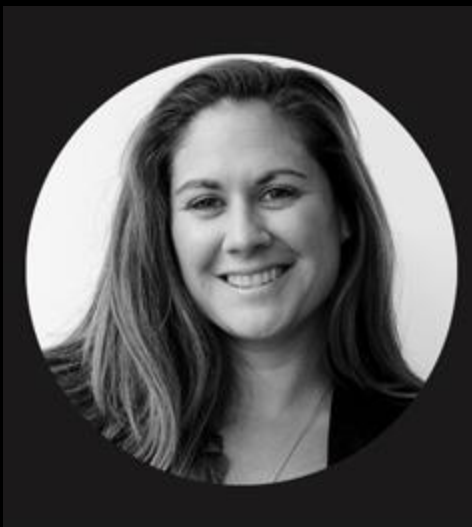
Three Things You Can Do For Your Business Now

Thank you for joining us. We will mute everyone when we begin. Please feel free to submit questions or comments through the chat box.

March 27, 2020

Three Things You Can Do For Your Business Now

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Three Things We'll Talk About Today

- **Update**
- **Communicate**
- **Plan**



Update

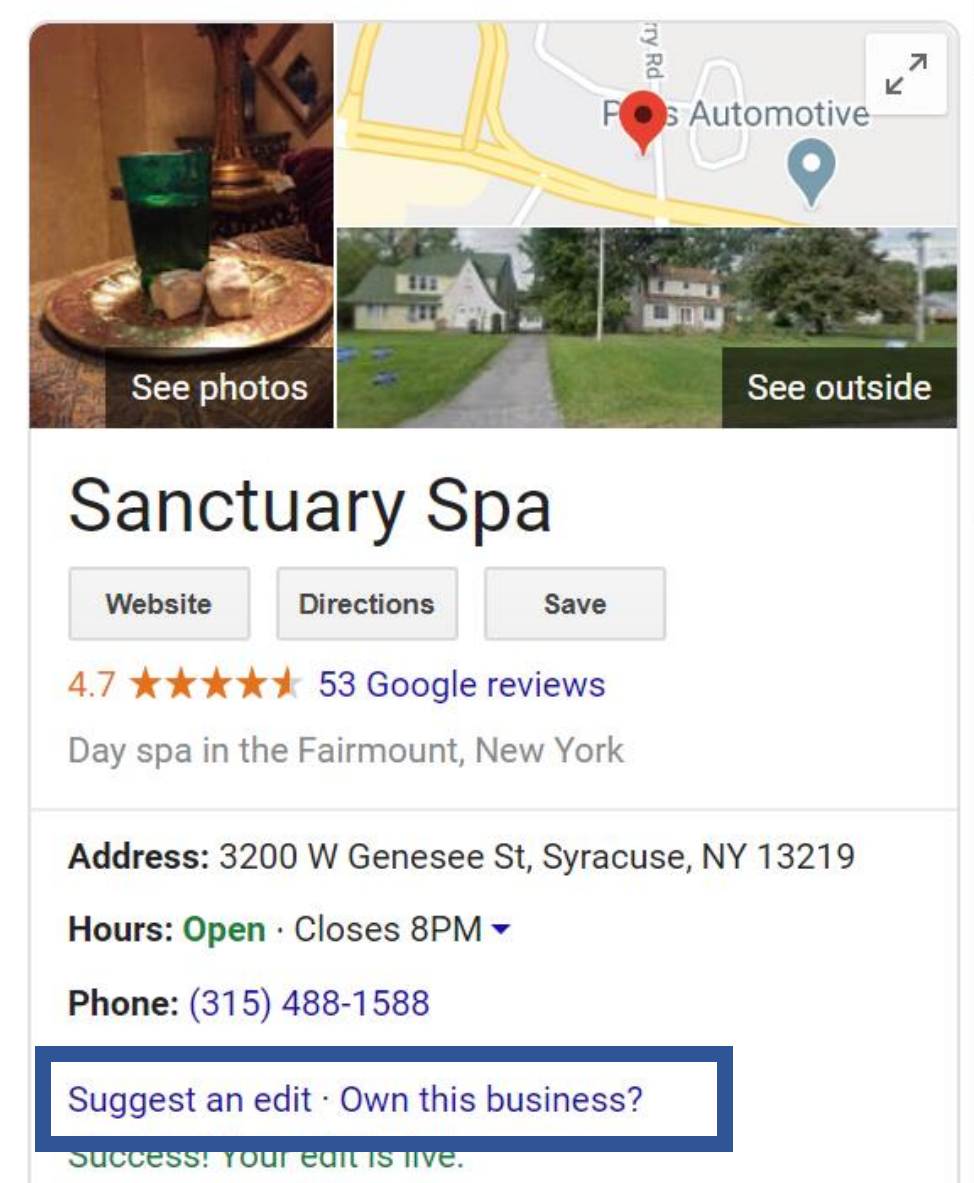
WHAT

- Hours of operation
- Services offered online
- Event postponements or cancellations
- Delay to services or product shipments
- How to communicate with you
- Cancellation and refund policies

WHERE

Google My Business profiles

- Hours
- Business description
- Create a post using special COVID-19 tab



The screenshot displays the Google My Business profile for Sanctuary Spa. At the top, there are three image thumbnails: a spa treatment, a map showing the location near 'Fos Automotive', and an exterior view of the building. Below these are buttons for 'See photos' and 'See outside'. The main title 'Sanctuary Spa' is followed by buttons for 'Website', 'Directions', and 'Save'. The profile has a 4.7-star rating from 53 Google reviews and is described as a 'Day spa in the Fairmount, New York'. The address is listed as 3200 W Genesee St, Syracuse, NY 13219. The hours are shown as 'Open' (closing at 8PM), and the phone number is (315) 488-1588. At the bottom, a blue-bordered box contains the text 'Suggest an edit · Own this business?', and a green message below it states 'Success! Your edit is live.'

See photos

See outside

Sanctuary Spa

Website Directions Save

4.7 ★★★★★ 53 Google reviews

Day spa in the Fairmount, New York

Address: 3200 W Genesee St, Syracuse, NY 13219

Hours: Open · Closes 8PM ▼

Phone: (315) 488-1588

Suggest an edit · Own this business?

Success! Your edit is live.

WHERE

Your website

Think like a customer first

What would *they* want to know?

Think like a business owner

What would you want *your customers* to know?

COVID-19 Update: Telehealth Appointments Now Available via Phone or Video Conference. Call 315-663-0100 or [Learn More](#).

OFFICE PHONE: (315) 663-0100

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[PATIENT PORTAL](#)

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Trusted Experts in Skin Cancer Evaluation and

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Due to the Coronavirus and government mandates, we are currently open 11:30 am - 8 pm Tues. - Fri., and 3 pm - 8 pm on Saturdays.
To Go and Curbside pickup ONLY with a limited menu. Click [HERE](#) for our current menu.
We appreciate your support during these trying times. Stay safe!



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ABOUT US

Inspired by the Italian approach to regional cooking and seasonality, we source our ingredients from the finest regional growers and producers in New York State, Italy, and surrounding areas, with the emphasis on "What's good, When it's good!"

Our specialty is the perfect relationship of Naples and New York style pizza all done in our imported hand-made wood-fired oven from Naples, Italy. Complimenting the pies are a rotating lineup of

Communicate

WHAT

Social channels



HOW

Think Like a Public Relations Firm

- **Message** your followers – make it relatable to now
- Post a fun **video** to connect with customers
- Interactive **polls** on Facebook
- Encourage your followers to post **pictures**
- **Community** organizations or non-profit connections
- Facebook cash **grants** and ad credits

Plan



- **30** days out – keeping your business going now
- **60** days out – transition/recovery
- **90** days out – business as usual

- **How** will you communicate with customers during each stage?
- **What** promotions, events and information can you plan at each stage

Resources

[Google has posted a new help document](#) that gives step-by-step information on how to update your Google My Business profile.

[Facebook announced that they are offering \\$100million](#) in cash grants and ad credits for up to 30,000 eligible small businesses in over 30 countries where they operate to help mitigate business disruption. They providing more updates soon on the application process [Sign up to make sure are up-to-date with the latest.](#)

Contact Advance Media NY – info@advancemediany.com or direct to Lindsay Marlenga at lmarlenga@advancemediany.com or 315-525-8037

Questions

A top-down view of a desk workspace. A silver laptop is partially visible at the top, showing keys like 'Alt Gr', 'Ctrl', and arrow keys. A blue ballpoint pen lies diagonally across a grey notebook. Two yellow sticky notes, each with a large black question mark, are placed on a white sheet of lined paper. To the right, there are three crumpled balls of paper: one blue, one green, and one pink. A blue folder or binder is visible on the left side of the frame.

Thank You

