

# Website Updates You Can Do 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.




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# Website Updates You Can Do Now

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# Today's Presenters



**Robin Thompson**  
Sales/Talent Development  
Advance Local



**Chris Eastway**  
Web Development Manager  
Advance Local



**Lindsay Marlenga**  
Senior Director of Marketing  
Advance Media New York

# New Normal

Things you did two weeks ago are likely no longer accurate or meaningful

Need to provide critical information and content that is important to your customers *today*

# Audience Question

***“Have you made changes to your website content since this situation began? What types of changes?”***

Please place your answer in the chat box



# Ways to Update Your Website





LIVSMOOTH  
LASER HAIR REMOVAL

Smooth. Forever.

HOW DOES LASER HAIR REMOVAL WORK?

## SPECIAL ALERT: COVID-19 INFORMATION

2020 SEASON UPDATES

BOOK A ROOM

VISITORS GUIDE

CONTACT

BLOG



THINGS TO  
DO & SEE ▼

PLACES  
TO STAY ▼

RESTAURANTS  
& NIGHTLIFE ▼

PLAN YOUR  
TRIP ▼

ISLAND  
EVENTS ▼

EXPLORE  
MACKINAC ▼

# ONE OF A KIND STAYS

LEARN MORE

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# Coronavirus Page Content

- General messaging
- Changes in Services
- How to Help
- FAQ Content
- Basic Contact Info Updates

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## TRAVEL ADVISORY

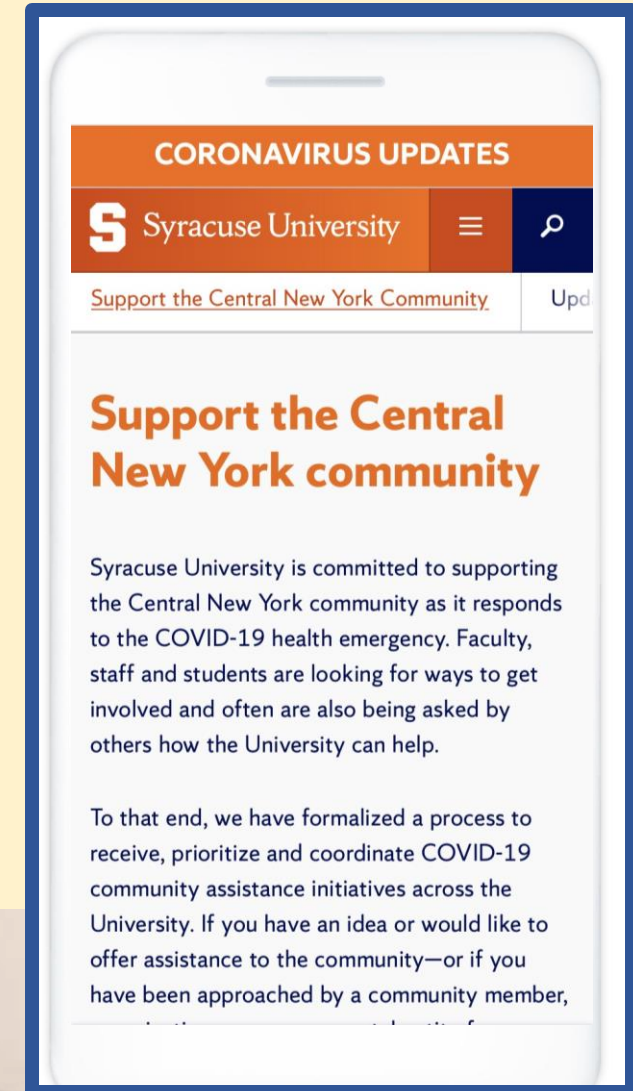
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Mackinac Island » Discover Mackinac » **Travel Advisory**

# COMMUNITY SUPPORT

## Praising Everyday Heroes






# Your Goal

**Adjust to your customer's  
new normal**

**Non-routine  
routine**

A woman with dark hair tied back is lying on her back on a light green sofa. She is wearing a yellow knit sweater and blue jeans. She is holding a black smartphone in both hands and looking at the screen with a smile. A white charging cable is plugged into the bottom of the phone and lies on the floor. The background shows a window with white blinds and a stack of books on a shelf.

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# Finding New Ways to Engage and Interact

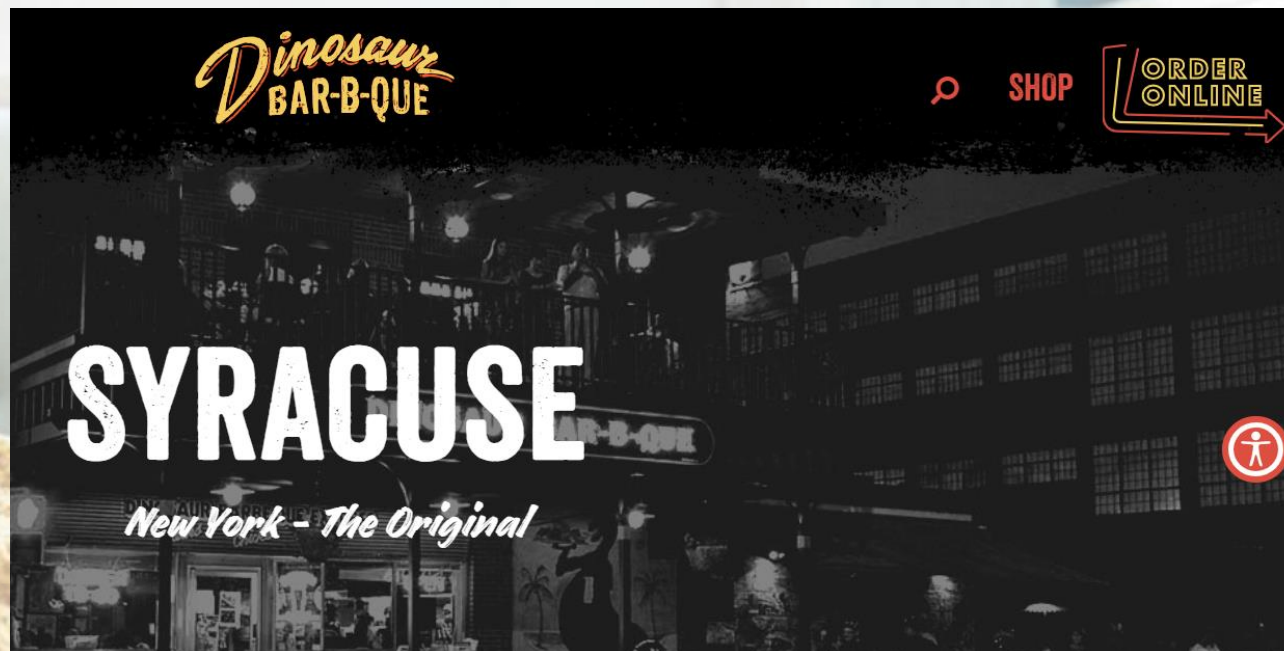
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# Online Ordering Gift Card purchases Basic E-commerce

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DINO TO-GO

SYRACUSE, NY

ORDER ONLINE





**NEW**

**Employment  
Application**

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# Employment Application

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# SHORT-TERM EMPLOYMENT OPPORTUNITIES

As COVID-19 restrictions shutter restaurants, retail stores and other businesses – temporarily upending the income of up to 1 million Michigan residents – Leisure Living Management is hiring team members at its 25 communities across the state. The impact of coronavirus is being felt by all industries, but it has created opportunities for us to assist displaced workers who are interested in helping with increased needs in independent living, assisted living and memory care settings.

There are short-term employment opportunities available immediately. There are multiple openings for:

- Cook
- Personal Caregivers
- Housekeeper

First Name \*

\_\_\_\_\_

Last Name \*

\_\_\_\_\_

Email •

\_\_\_\_\_

Phone •

\_\_\_\_\_

Desired Position(s) \*

- ☐ Cook
- ☐ Personal Caregivers
- ☐ Housekeeper

Desired Location(s) \*



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# Newsletter Signup

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## Newsletter

Join my newsletter for information on my current writing projects, information about cover reveals, pre-orders, new releases, upcoming book signings, exclusive sneak peeks, and news-worthy details from my writing world.

Email Address

**SUBSCRIBE**

If at any time you don't think you're receiving my newsletter, please check your JUNK or SPAM mail folder and mark it as "not spam" so it will show up in your inbox. If that doesn't work you may have opted out of receiving newsletters from the service provider through a previous interaction.

If you have questions about privacy and how your data is managed, please view the [Privacy Policy](#) page.

# Remember . . .

**History has shown if you don't continue to engage with customers during a time like this, they'll be slower to come back.**

**Keep being part of the conversation.**





# Questions

Please place your answer in the chat box

# Thank You

Contact Advance Media NY – [info@advancemediany.com](mailto:info@advancemediany.com) or direct to Lindsay Marlenga at [lmarlenga@advancemediany.com](mailto:lmarlenga@advancemediany.com) or 315-525-8037