

8 SMART STRATEGIES

TO HELP YOUR BUSINESS REBUILD CUSTOMER CONFIDENCE

As we all know, these are extraordinary times requiring us to venture out of a “business as usual” mindset. Consumers are nervous about going out as they try to navigate their way through life during COVID-19. Recent research of Southern Ontario underscores the depth of their concern.

Data shows that 89% of Southern Ontario travellers are worried about other people not respecting their space and 55% say the cleanliness of accommodations/attractions is more important to them than ever before. As well, 43% want to see clear communication about how accommodations and attractions are following COVID-19 policies.

The bottom line is that your customers want to hear from you about what you’re doing to keep them safe, and what is expected of customers. They need your assurance before they visit your business.

This presents a perfect window of opportunity where you can shine. Show your clients that you understand their worries. How do you achieve this? Let us count the ways....

Winning Strategies to Help Your Business Welcome Back Customers

1 Show, don't tell. Use video to help relieve anxiety around visiting your business. A short video demonstrating what you've done too address their safety concerns about what it is like to visit.



5 Share your messaging around safety far and wide on social media, including Instagram and Twitter. On Facebook, pin your protocols to the top of your page, whether it's a video or a message about steps you've taken. Make sure you've updated details regarding new business hours or changes in what you're offering.



2 Emphasize your commitment to cleaning and social distancing protocols. Customers want reassurance.



6 Use your website to amplify your commitment to COVID safety. Consider a pop-up message or include a COVID update featured prominently on your home page.



3 Give specifics about how your business has changed. Advance booking needed? Different entrances and exits? Limit to the number of people allowed in your establishment? Have you provided directional arrows and spacing markers?



7 Post your policies. Add signage to your front door about COVID protocols. Post reminders for customers inside, too, about maintaining social distancing. Include a please and thank you. Politeness goes a long way. For a great example of a business that has done this well, see what Berrylicious did here: [Berrylicious posters & social media.](#)

4 Showcase your cleaning skills. B.C. (before COVID), cleaning was something you did after closing or when you had a break. These days, visibility rules. Clients want to see you wiping and disinfecting.



8 Mind your tone. Present your message confidently, show your customers you care about their safety and welcome doing business with them again.

Tourism Oxford

Our rural roots are showing

Prepared by Tourism Oxford
OxfordCounty.ca/TourismPartners

For detailed information about safety protocols for businesses, refer to Southwest Public Health Workplaces & Employers Resources:
<https://www.swpublichealth.ca/WorkplacesCOVID19>



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