

Guide to reopening your business



NOTE: Before reopening your business or expanding your offerings, create a plan that's in compliance with your [state and local regulations](#).



Plan your reopening communication strategy

When announcing your reopening, keep your customers' concerns in mind. Many are reluctant to ease up on social distancing practices. Others are cautious but eager to support your business.



Prepare to communicate your reopening

- Make a list of all the questions you may need to answer. Include concerns specific to your business and any questions you've already received from customers.
- Type up ready-to-share answers to all of the questions you've listed.
- Make sure that all customer-facing staff members have reviewed your answers and reopening policies.



Share that **you're reopening**

1. Update your website

- The most important information should be on your homepage: your reopening date, updated hours, and a link to your updated customer experience.
- Add a page to your site, specifically for your reopening. Include safety precautions, updated customer experience, social distancing options, and frequently asked questions.

2. Update your online presence

Update your hours and service availability on:

- Your Google My Business profile
- The “About” section of your Facebook page
- Listings on sites like Yelp

3. Announce your reopening via email and social media

Email and social announcements should focus on:

- Announcing your reopening—highlight curbside pickup if applicable
- Expressing gratitude to your customers for their continued support
- Ensuring customers that you've taken precautions to keep them safe
- Directing customers to your website for detailed information

Since you'll be directing customers to your website for all the details, you don't need to include all of your reopening precautions and procedures in the email or social announcements themselves.



Listen, **adapt, and grow**

As you continue to adapt and make changes, keep your customers informed. They'll appreciate the updates and your commitment to serving them, even in the midst of these new challenges.



Keep up a **proactive communication strategy**

1. Collect feedback from customers and staff
2. Use the feedback to improve your customer experience
3. Communicate updates to your customers and encourage their continued business
4. Repeat