



# **WEBINAR WORKBOOK**

Tuesday 31st March

## **Survival Mode: How To Make Sure Your Business Survives Coronavirus**

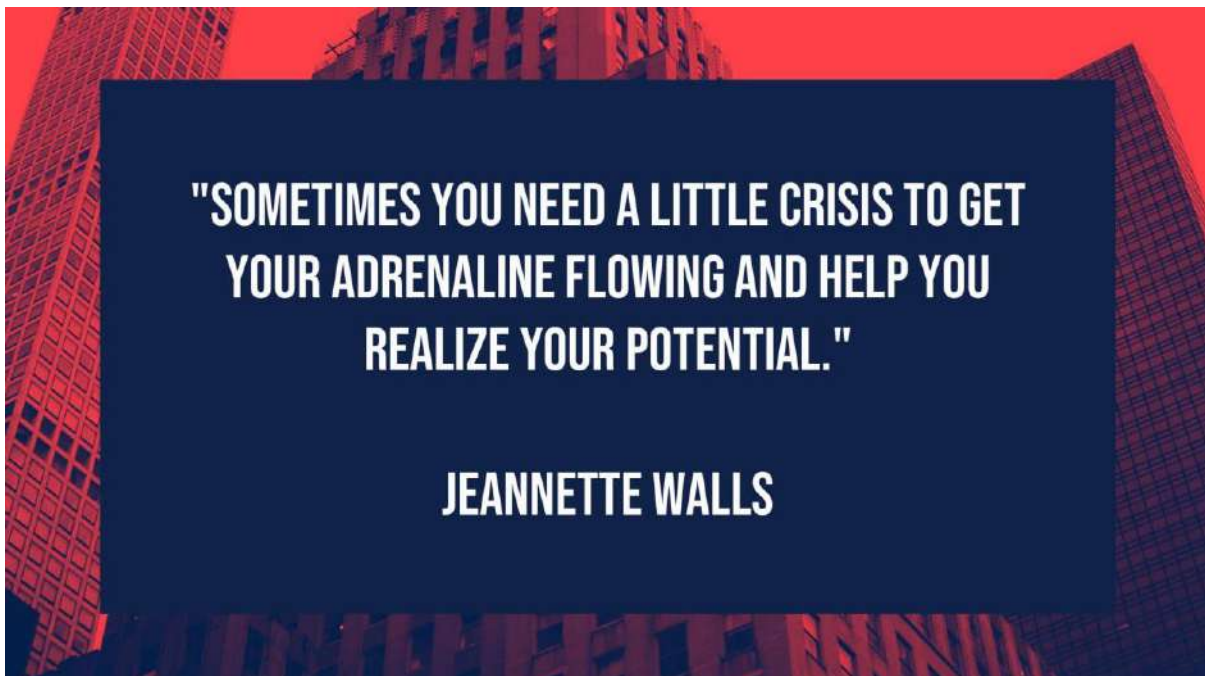
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With the current climate, many people are left worried about whether or not their business will survive during this tough time. There are a lot of uncertainty about what the next step is for all businesses, business owners and employees.

As a small business ourselves, we understand the hardship many are facing which is why we're hosting this webinar and sharing thoughtful insights into how your business can survive during this time through our experience and knowledge.

### The Agenda:

- Assessing & understanding the new climate
- How to transition online seamlessly
- Effective communication
- Strengthening your marketing foundation
- 5 free important tools
- Q&A session



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## Assessing & Understanding the new climate

When the climate changes so suddenly, it can be hard to adjust and assess. Instead of focusing on what you hear from the media, social media and everybody else, it's essential to conduct your own research to understand the reality of what's going on.

What problems am I currently facing?

What are the solutions for those problems?

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## How to transition online seamlessly

With more businesses working remotely, it's important to transition as much business activities as possible online by embracing technology. There are three key areas to look at: Customers – Processes - Communicate

Customers: What systems do I need to manage all customers and contact interaction? E.g. CRM, Office 365, One Drive, Google Docs, Xero and so on.

Processes: How do I manage all internal processes remotely? What systems do I need to help? Do I need to reevaluate our current processes?

Communicate: Who needs to know and how do I tell them? How consistent do we need to communicate?

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## Effective communication

Staying connected with all stakeholders is important for surviving the current climate. With many businesses working remotely, that 1-to-1 contact you usually have every day has now gone. Which is why it's equally important to stay connected and over communicate with all parties.

What channels do I use to communicate with colleagues, vendors, clients and/or customers? How often do I need to connect with each group?

## Strengthening your marketing foundation

At times like this, having a solid marketing foundation is essential. You need to be able to identify what your main goal is, who your perfect customer is, and the strategy you have in place to achieve that goal.

Write down your next marketing goal, describe the perfect customer and strategy.

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## 5 free important tools

Tools are important. From project management, to a CRM and communicative channels, these tools are necessary to ensuring the success of your business.

The 5 free tools we recommend are:

- HubSpot
- Zoom
- Asana
- WhatsApp/Slack
- Clockify

What tools do I currently use? How do they benefit me?

Which tools could I implement from the list above that I don't already use?

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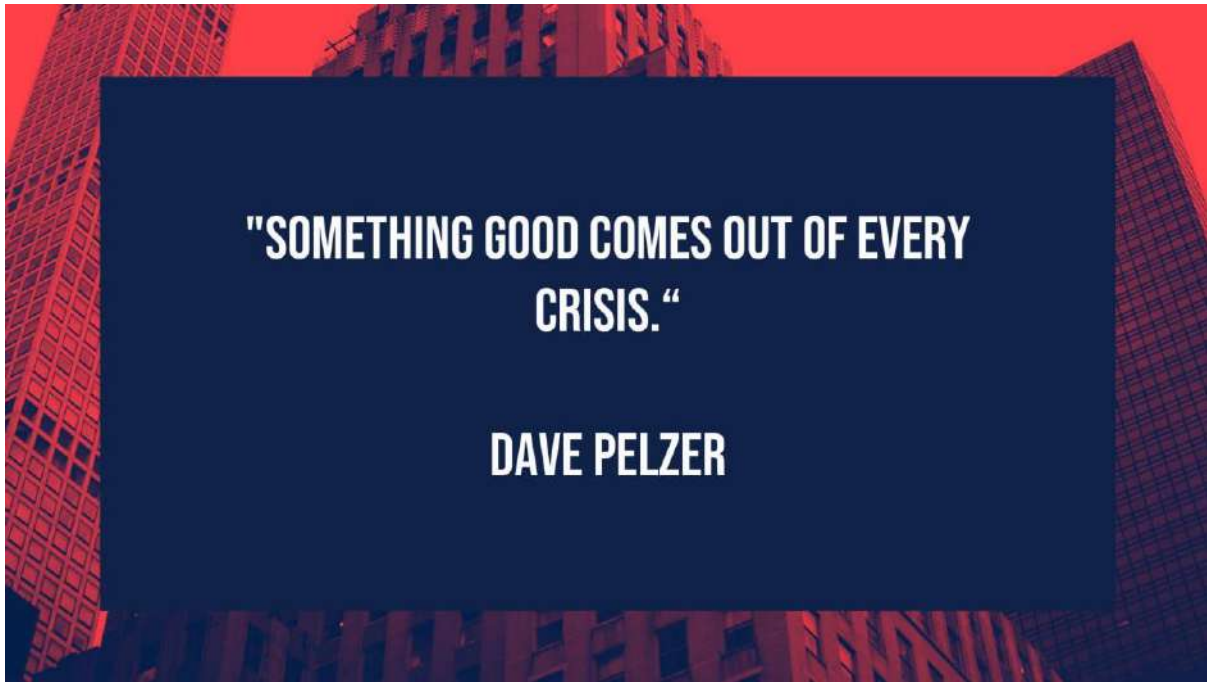
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### Q&A

Feel free to ask any questions you have regarding the points mentioned above!

Thank you for attending and taking part in our webinar about 'Survival Mode: How to make sure your business survives Coronavirus'.

If you have any questions or would like some help, don't hesitate to get in contact with us on [0161 327 0427](tel:01613270427) or [info@soscreativity.co.uk](mailto:info@soscreativity.co.uk).



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