

# Ideas to help your business to survive and thrive through COVID-19

Both businesses and the economy have taken a hit due to the outbreak of COVID-19.

Three different action plans followed a nationwide lockdown: temporary closure, adaptation, and doubling down. Depending on your type of business, you could find yourself naturally placed in any one of these scenarios.

## **Carrying on Business as Unusual**

Declining revenues make it difficult to continue business as usual for many. Unfortunately, bouncing back from seized operations will be all that much harder when the crisis is over.

[Studies](#) going a century back show advertisers that maintained or grew their ad spending increased sales and market share during the recession and afterwards. It may not seem like it but there is still demand in hard times. But the uniqueness of this situation requires an adjustment in your strategy and understanding shifts in buyer behaviour.

One of our client's annual profitability relies on these warmer months. During the lockdown, they were forced to furlough staff, and unable to get additional government grants they were looking to make some tough decisions to cut costs. With our help, they have adapted operations to eCommerce and generated £20,000 of sales within a month.

Of course, every industry is different and some flourish more than others. But here's a business with no more revenue stuck between closure and adaption getting back on-track with a few phone calls and emails to readjust their strategy.

## **Switching your services to virtual**

Another customer relied on visiting client sites to carry out safety assessments, which were part of their lead generation process. We have provided a new feature to their website so they can carry out part of the assessment online and generate those same leads while working from home. More people than ever are reachable online. Collecting leads and adapting services during the lockdown will make boosting revenue after COVID-19 much easier.

## **Survive and Thrive**

We are now offering our digital marketing skills, experience and knowledge to support members of the chamber with a free phone or video consultation.

We will review your current situation with you to help identify and discover pathways for your business to keep growing digitally so you can come out of the lockdown in a position of strength.

If you have been severely impacted by COVID-19, you can also get up to a 20% discount on services or delayed payment options.

Contact Zeun Digital on 0114 400 0011 for your free review. If our lines are busy, please try again shortly or get in touch via our [contact form](#).

You can also get access to marketing awareness dates, digital marketing tips and updates on our [free Chamber training](#) short talks when signing up to our monthly newsletter:  
<http://eepurl.com/djoeYv>