



COVID-19 RECOVERY & RESILIENCY WORKSHOP SERIES

Service-based Businesses

Cape Cod Business Resilience Workshops

MARCH 8, 2021



More information at capecodcommission.org/business



CAPE COD
COMMISSION



MISSION

...To protect the unique values and quality of life on Cape Cod by coordinating a balanced relationship between environmental protection and economic progress.

An aerial photograph of a river delta, showing a central river channel that branches out into numerous smaller channels and ponds. The water is a mix of vibrant green and deep blue, suggesting varying depths and possibly different types of vegetation or sediment. The surrounding land is a dense, textured green, likely a wetland or marsh area.

Tracking Pandemic Impacts

Economic Recovery and
COVID-19

CAPE COD COVID-19 DATA DASHBOARD

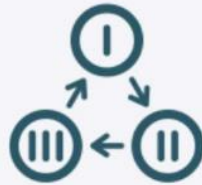
MENU 

The Cape Cod Commission created the Cape Cod COVID-19 Dashboard to provide demographic and economic data for Cape Cod towns, non-profit organizations, and businesses recovering from the economic impacts of COVID-19. The dashboards include regional and town data (when available) on population demographics, unemployment trends, rooms and meals tax revenues, employment, housing, and seasonality.



CCHC COVID-19 COMMUNITY ALERT SYSTEM

Map of confirmed COVID-19 cases on Cape Cod by zip code and subregion.



VACCINE PLANNING REPORT

This dashboard is for modeling purposes only and is not intended to determine vaccine eligibility or availability.



BUSINESS IMPACT SURVEY

Visualization of results from the Business Impact Surveys issued by the Cape Cod Commission and Cape Cod Chamber of Commerce



CAPE COD TRAFFIC TRENDS

Year-over-year daily and monthly traffic information for select Cape locations.

BUSINESS SURVEY 3



ALL INDUSTRIES

CLOSED

10%



RETURN TO
NORMAL IN 6
MONTHS OR MORE

48%

COMMUNICATIONS,
MARKETING,
SOCIAL MEDIA,
ONLINE SALES
SUPPORT

42%
ALREADY
LEVERAGED

30%
STILL
NEEDED

LOSS OF 50% OR MORE
IN 2020 VS. 2019

Q2 54%

Q3 29%

Q4 30%

450 respondents

BUSINESS SURVEY 3



SERVICE-BASED BUSINESSES



CLOSED

10%



RETURN TO
NORMAL IN 6
MONTHS OR MORE

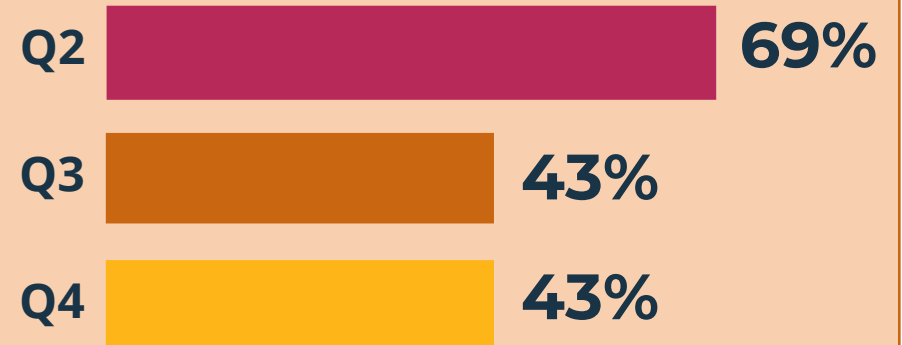
56%

COMMUNICATIONS,
MARKETING,
SOCIAL MEDIA,
ONLINE SALES
SUPPORT

36%
ALREADY
LEVERAGED

21%
STILL
NEEDED

LOSS OF 50% OR MORE
IN 2020 VS. 2019



39 respondents

BUSINESS RECOVERY & RESILIENCY PLANNING

INDUSTRY
WORKSHOPS



BUSINESS
TOOLKITS



ECONOMIC
RESILIENCY
PLAN





Business Resilience for Service-based Businesses

First of our two-part business resilience
workshop series

Focus on Digital Marketing & eCommerce

Presented by:

Michael Aparicio, Principal Consultant

Estefania Lopez, Consultant

REVBVY



"A resilient business is...

one with a capacity to **absorb** stress, **recover** critical functionality, and **thrive** in altered circumstances."


-- Harvard Business Review 2020



Business Resilience & Continuity



FINANCIAL

- Access to capital during business disruption
 - Ability to restructure budgets and commitments to align with new operations
- 



PEOPLE

- Leadership and staff's ability to adapt through incremental and sudden change
- Repurposing skills
- Crisis communication plan for employees, customers, vendors, and partners



PHYSICAL ASSETS

- Location / office
- Equipment
- Inventory



OPERATIONS / SYSTEMS

- Digital infrastructure
- Supply chain alternatives
- Diversified revenue channels
- Data backups

Poll
Question
#1

Which of the following elements of business resilience and continuity are areas where you need support?

- Access to Capital / Financial / Insurance
- Business Model Realignment
- Communications (internal and external)
- Information Technology / Data
- Leadership / Personal Resilience
- Online / eCommerce / Digital Strategy
- People (staff, suppliers, partners)
- Physical Location / Collections / Equipment

Please select all that apply in the pop-up window



Industry Trends

How businesses adapted?



DIGITAL

- Design for the mobile device
- Multi-channel brand awareness



PEOPLE

- Staff & resources that align with adapted operations
- Safety & service training / transparency
- Innovation within local communities



CUSTOMERS

- New customer segments & geographies
- Need is still there or has increased
- Personal service vs. professional service



SERVICE TRENDS

- Virtual sessions
- DIY / At-home kits
- Errand services
- Move to outdoor
- Content creators

A row of colorful wooden houses built on stilts over the ocean. The houses are painted in various colors, including green, blue, and white. The most prominent house in the center has a white roof with a large anchor symbol on it. The houses are connected by a wooden walkway. In the foreground, there is a sandy beach with some rocks. The sky is clear and blue. The text "Business Stories" is overlaid on the image in a dark green font.

Business Stories

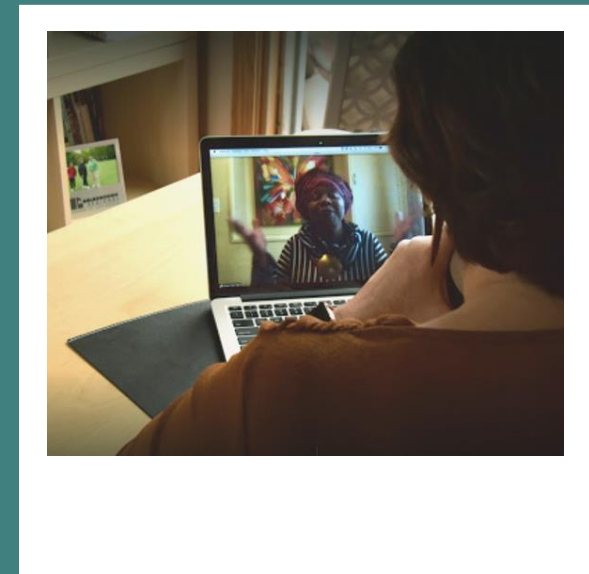
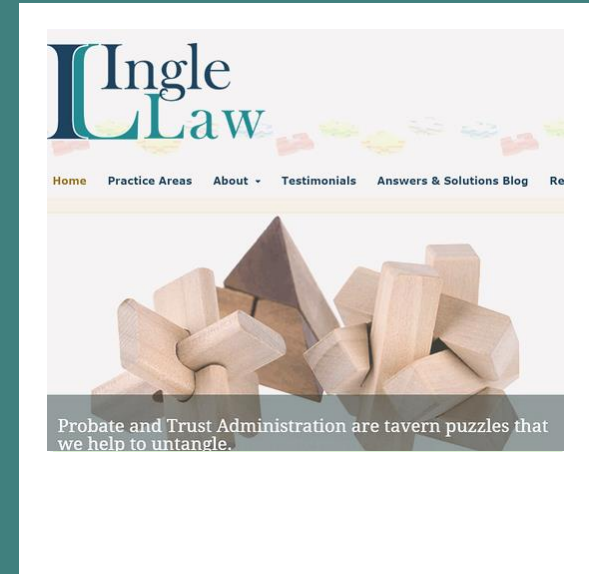
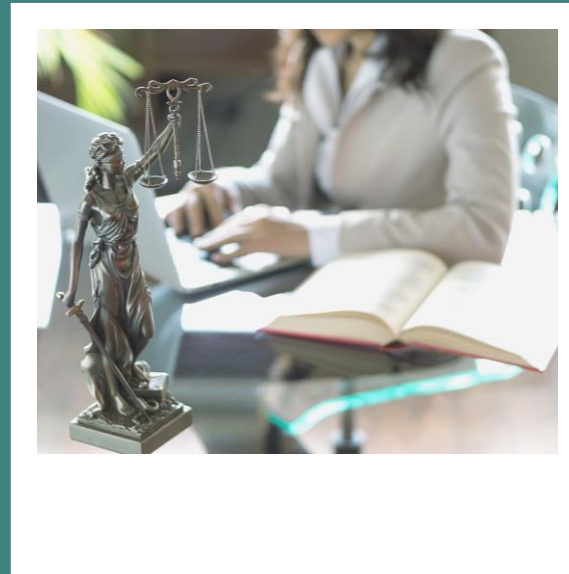
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Ingle Law

Small estate planning and elder law firm out of Southborough, MA.

Strategy highlights:

- Doing virtual meetings with clients got easier
- Redefined productivity
- Their goal is to continue to operate 100% virtual offices post-pandemic



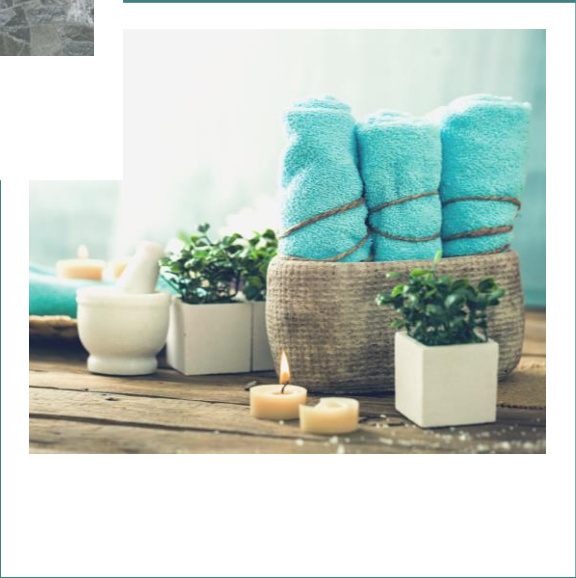
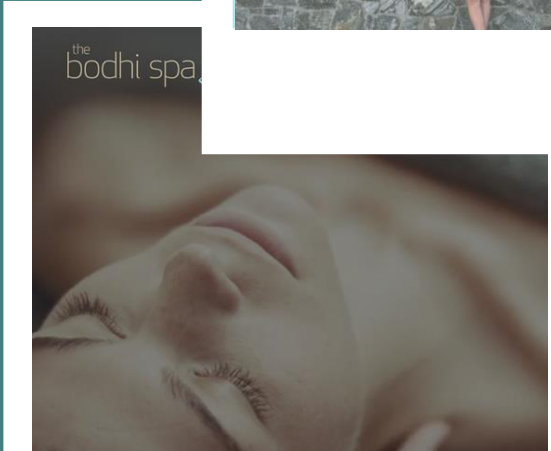
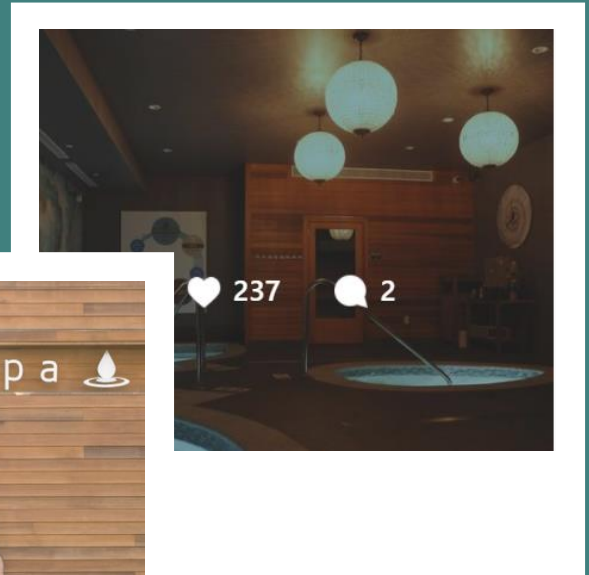
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The Bodhi Spa

Premiere Hydrotherapy Day Spa out of
Newport and Providence, RI

Strategy highlights:

- Hot spot list & booking requirements
- Relied on the Global Wellness Institute
and National Hot Springs Business &
Trade Association
- Developed a comprehensive 17-page
re-opening plan



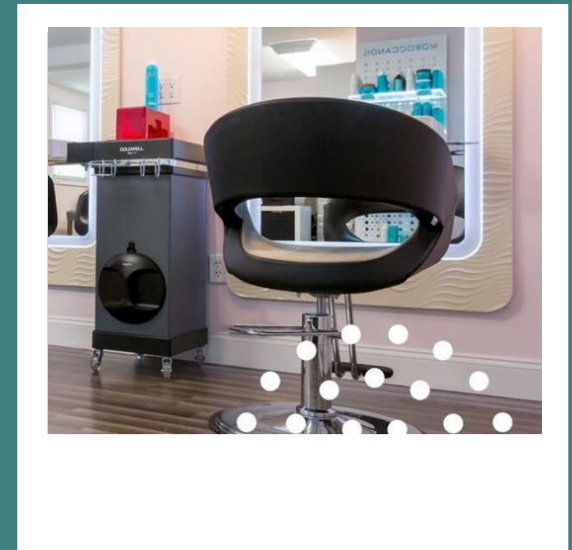
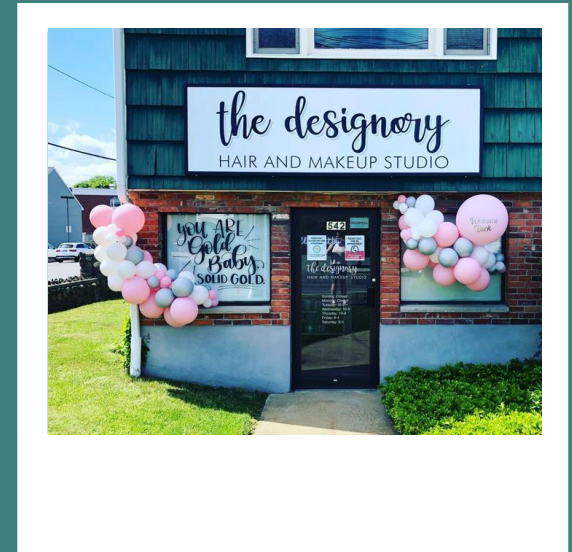
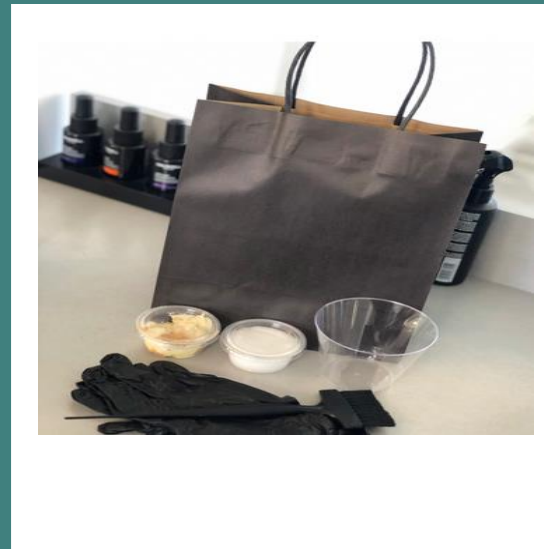
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The Designory

Boutique hair salon out of Salem, MA. They offer a range of hair care services, makeup and specializes in color applications.

Strategy highlights:

- Not just emailed, picked up the phone
- Created tailored take-home color kits
- Leaned into her website to drive more business
- Social media & stories



Poll
Question
#2

What barriers have you encountered as you've worked to adapt during the pandemic?

- Ability to realign budget
- Family or other personal matters
- Lack of a business continuity plan
- Limited access to specialized staff/resources
- Implementing online platforms/services
- Understanding how to pivot my business model
- It is unclear – we haven't been able to pivot

Please select all that apply in the pop-up window



"Even before COVID-19 hit,
92% of companies thought their
business models would need to
change given digitization."

- McKinsey & Company

Business Strategy

Pivot Checklist

1. Take inventory of:
 - Current resources
 - Core capabilities / expertise across your team
 - Value you deliver to your customers
 - Where your current customers are and how needs have changed
 - Risks
2. Consider new markets or new customer opportunities
3. Revisit your brand narrative
4. Identify new ways to delivery value (think outside your product or service)
5. Line up the right staff, resources, and funding to execute



Digital Presence Audit

Put yourself in the shoes of a potential customer

- Test various search phrases that your customers may use on Google.
- Check all your social accounts.
- Check customer reviews on Google, TripAdvisor, Facebook, and other platforms.
- Review your website.

Do you appear in Google Maps (Google My Business) search results with current information?

Is what you see aligned with your intended brand image?



Customer Experience Audit

Comprehensive assessment of your customers' interactions with your brand



- Map touchpoints across your customer journey
 - Call the phone number on your website
 - Test contact forms on your website and social pages
 - Evaluate in-person experience & online experience with your staff
 - "Friction" check
- Review customer issue cases; review customer service protocols
- Gather customer feedback
- Evaluate reviews on social platforms
- Review your data (e.g., booking and financial data)
- Take steps to improve; Take steps to remove friction

Digital **Strategy** Checklist

- Website
 - Valuable content
 - Booking engine / calendar scheduler
 - Mobile-optimized / SEO-optimized
- Multi-Channel Marketing
 - Third-Party platforms
 - Social media
 - Email marketing
 - Other marketing channels
- Collect customer data and behavioral insights



Poll
Question
#3

Which business planning exercises are helpful and interesting for your business?

- Inventory of core capabilities and resources
- Revisiting brand narrative and value proposition
- Digital presence audit
- Customer experience audit
- Digital marketing / Multi-channel strategy

Please select all that apply in the pop-up window

A coastal scene featuring a wooden pier and buildings on stilts over the water. The buildings are multi-story and have a rustic, nautical feel. One building has a prominent white anchor on its facade. The pier is made of dark wood and extends into the water. The sky is clear and blue, and the water is calm. The overall atmosphere is serene and coastal.

Digital & eCommerce Service Provider Examples

Please note: Examples are for illustrative purposes to guide your own research and strategic planning, not intended as endorsements.

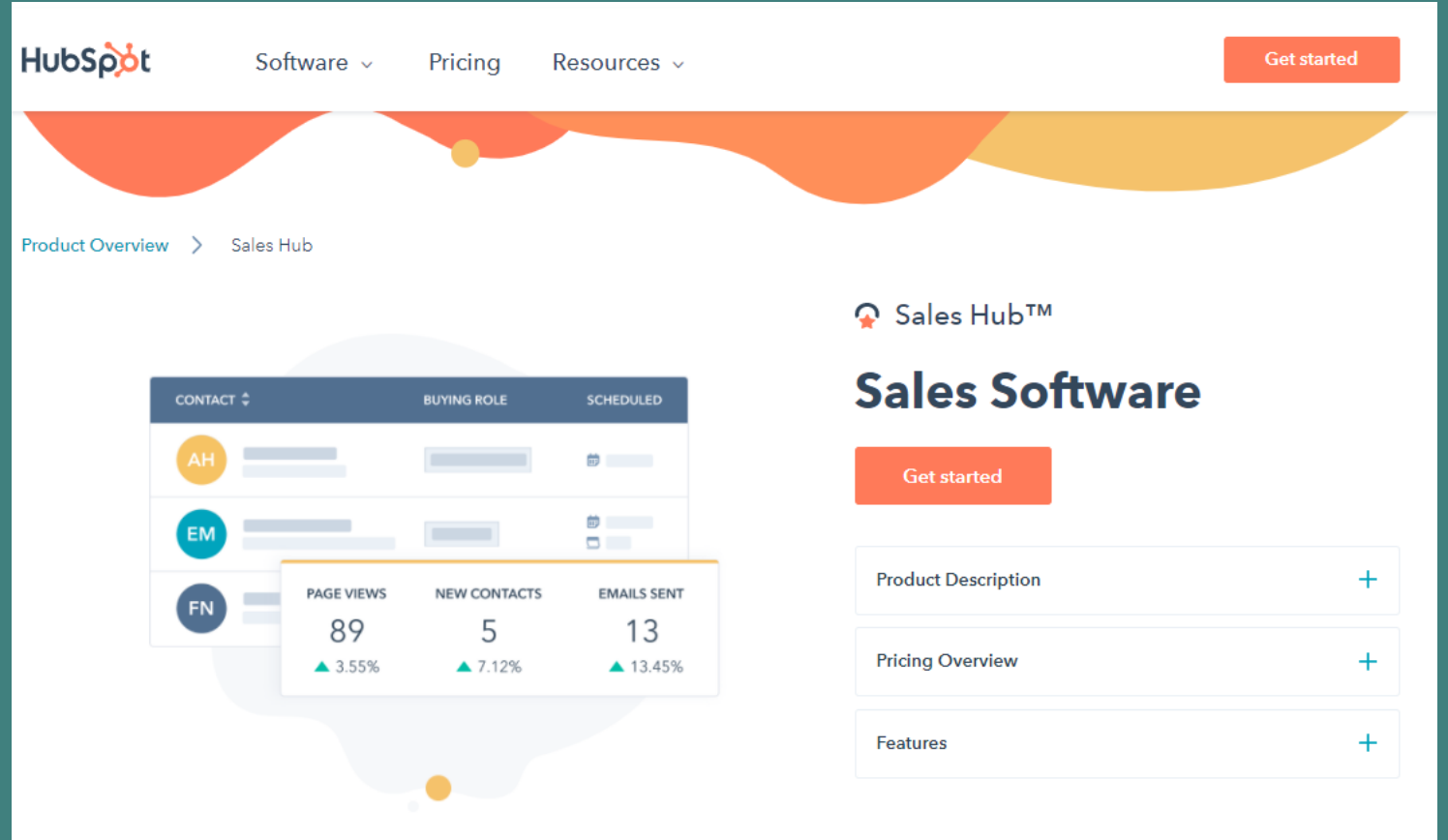
CRM (Customer Relationship Management)

Just a few examples:

- Hubspot
- Zoho CRM
- Insightly
- Pipedrive

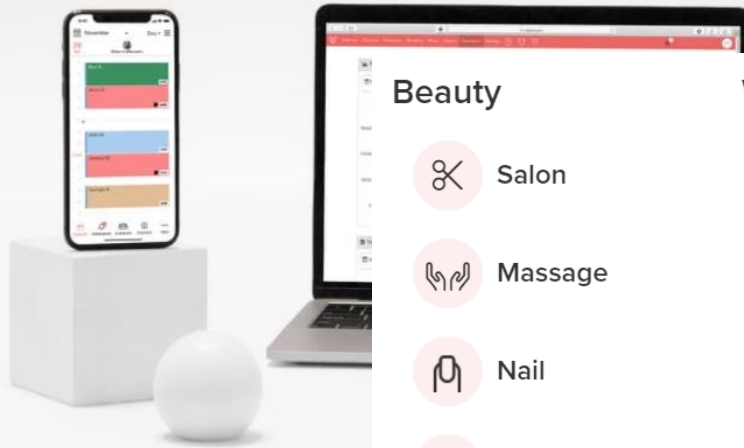
Key Benefits

- Manage lead contact info
- Manage your sales cycle (lead to close)
- Automate marketing activity



Salon, Spa & Fitness Software

Vagaro is a powerful scheduling and management software for your business.

[Start Free Trial](#)[Contact Sales →](#)

Beauty



Salon



Massage



Nail



Spa



Barber



Tanning

Wellness



Coaching



Acupuncture



Physical Therapy



Nutritionist



Chiropractor



Med Spa

Fitness



Pilates



Yoga



Personal Trainer



Cross Training



Cycling



Dance

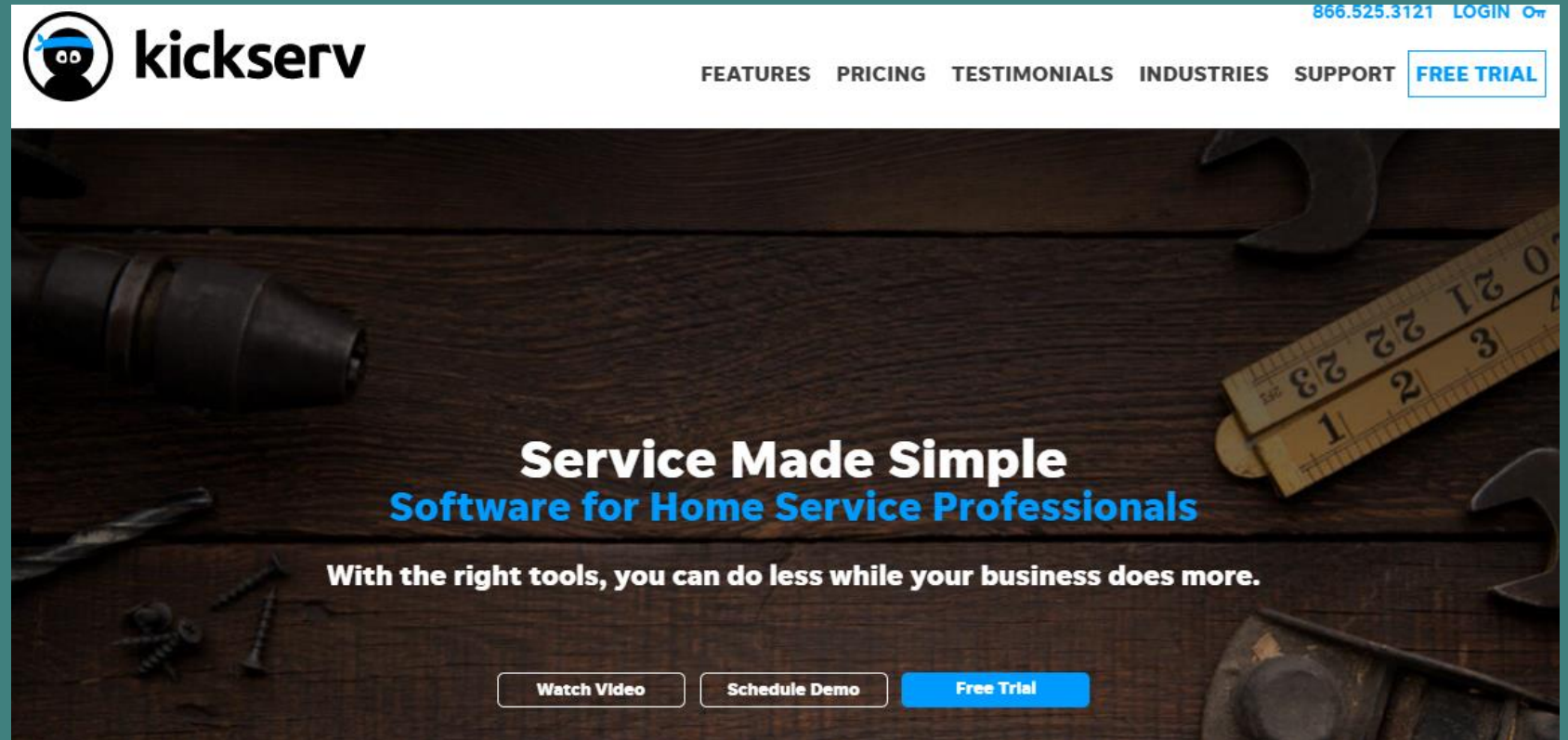
Vagaro.com

Scheduling and management software for your salon, spa or fitness business


- POS System
- Calendar / Online Booking
- Live Streaming
- Other operations and financial features

CRM for the Home Service Professional

- Direct sales & marketing channel
- Estimates & Invoices
- Data insights
- Complement your presence on freelancer apps:
 - Porch
 - Taskrabbit
 - Handy
 - etc...




We're here to support you during COVID-19! 50% off selected plans! [See plans](#)

 [FEATURES](#) [TAKE A TOUR](#) [PRICING](#) [RESOURCES](#) [STAFF SIGN IN](#) [REQUEST A DEMO](#)

GO VIRTUAL

Offer Services Online

Take your business to the next level and offer virtual options for your clientele. Grow your client base by making online classes, appointments and events available right through your WellnessLiving business management software.



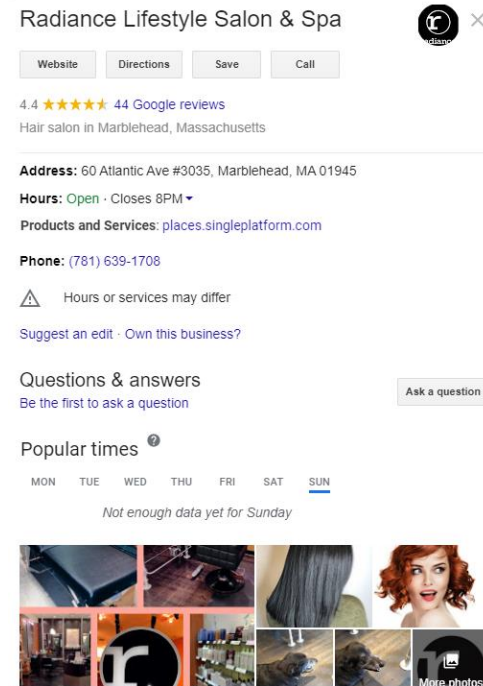
“All-in-one Software Solution for Fitness and Wellness Businesses

- POS System
- Calendar / Online Booking
- Live Streaming & On-Demand
- Marketing
- Staff Management
- Other Operations Functions

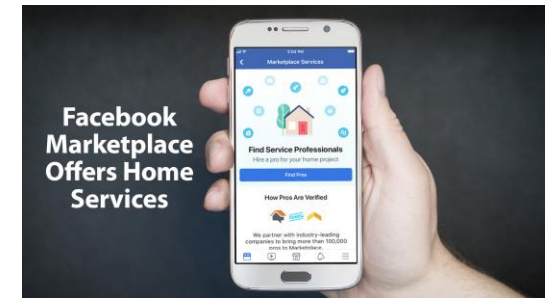
Multi-Channel Strategy: Use of Platforms to Increase Discoverability by new customers

- Optimize your Google My Business listing

- Add Covid-19 related information
- Verify hours
- Utilize Call to Action buttons
- One of the best ways to gain visibility / Local SEO



- Consider Social Media Marketplaces



Google Local Services Ads

Customer loyalty

"Acquiring a new customer can cost **five times more** than retaining an existing customer."

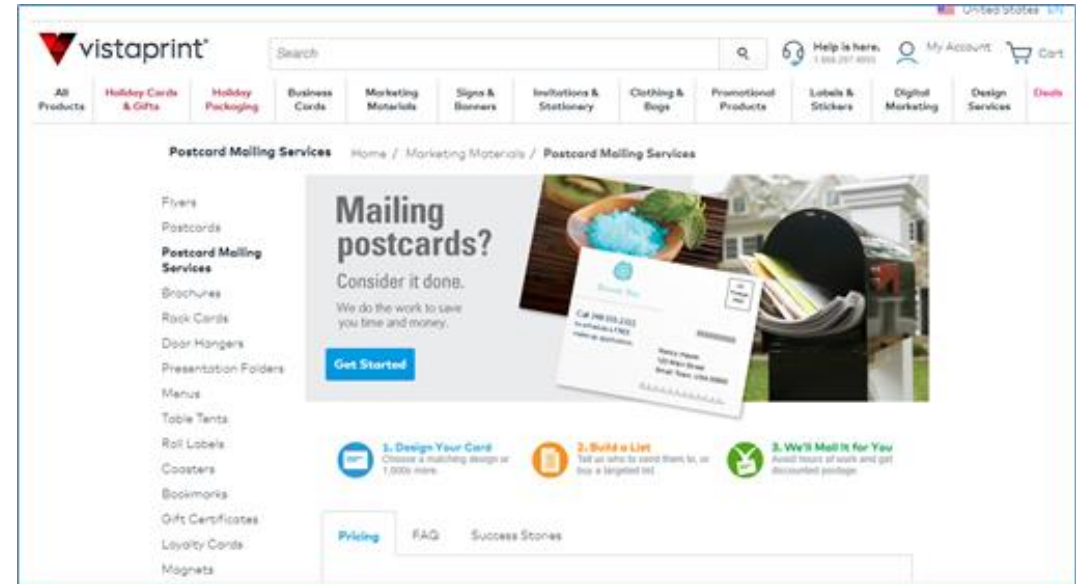
- Clear and relevant communication
- Capture customer data and special preferences
- Creative, personal touches
- Loyalty functions integrated with your POS system
- Loyalty-focused apps and services



Direct Mail Campaigns

Consider a postcard mailing service as part of your multi-channel marketing strategy

- <https://www.vistaprint.com/marketing-materials/postcard-mailing-services>
- Use the design templates in Vistaprint or create your own and upload your design.
- Upload a mailing list or purchase a targeted list directly with Vistaprint. Filter your audience down by various demographic criteria to make your list more targeted.



Poll
Question
#4

Which of the following digital marketing and eCommerce elements are areas that could use further development?

- Company website
- Social media
- Customer engagement and loyalty
- Multi-channel strategy with third-party platforms
- POS / management system with integrated marketing tools
- Google My Business / Local SEO

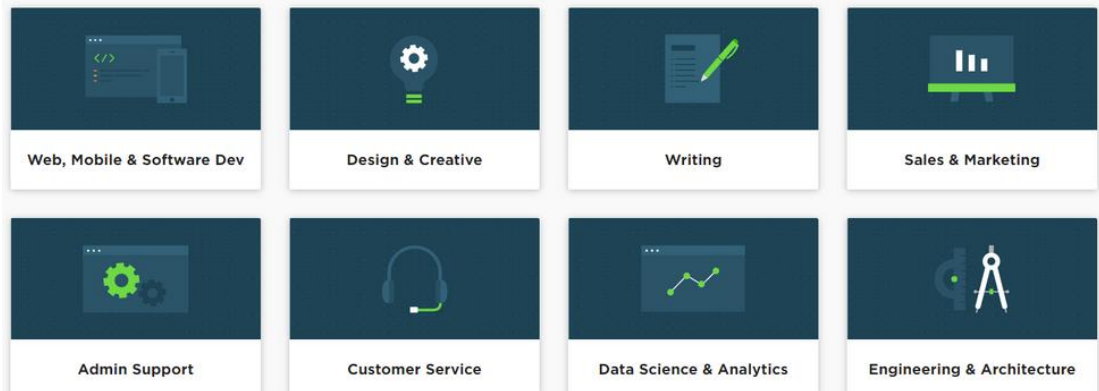
Please select all that apply in the pop-up window

Consider outsourcing through Freelancer / Contractor platforms such as Upwork.com

- Website / eCommerce setup
- Social Media
- Content creation / blog articles




Find quality talent or agencies



Ongoing Execution of your Business Continuity & Digital Strategy

A group of five diverse women are running along a beach at sunset. They are all smiling and appear to be in good spirits. The women are wearing casual, comfortable clothing like sweaters and cardigans. The background shows the ocean waves crashing onto the shore, and the sky is a mix of soft pinks, oranges, and blues. The overall mood is joyful and active.

Starts with you



Build skills to endure hardship and avoid burnout

CONNECTING

Build strong and positive relationships at a personal level and professionally. A trusted network will make an impact.

GOAL SETTING WITH FLEXIBLE MINDSET


Set realistic goals, break them down into steps and you will have a plan to look forward to the future with meaning.

REMAINING PROACTIVE AND HOPEFUL

Although it can take time to recover from a major setback, traumatic event, or loss, know that your situation can improve if you work and maintain perspective.

TAKING CARE OF YOURSELF

Prioritize your own needs and acknowledge your feelings, include physical activity in your routine, eat a healthy diet, and aim for 7-8 hours of sleep. Practice a stress management technique such as meditation.



Resources

A photograph of a man and a woman in a modern office setting. The man, on the left, has grey hair and is wearing a blue and white plaid shirt and dark trousers. He is holding a tablet and pointing at it. The woman, on the right, has grey hair, wears glasses, and a green sweater. She is holding a blue folder or notebook. They are standing in front of a white desk with a laptop and other office supplies. The background shows a bright, open-plan office with white shelves, a hanging plant, and a modern light fixture. The floor is covered with a grey and blue patterned carpet.

Hello Alice



covid19.helloalice.com

COVID-19 BUSINESS RESOURCE CENTER
HELLO ALICE

What can we help you with?

INDUSTRY RESOURCES

CREATE A NEW BUSINESS PLAN

REOPEN THE OFFICE SAFELY & SENSITIVELY

SECURE YOUR BUSINESS DATA

PRINTABLE FLYERS

PROFESSIONAL SERVICES COMMUNITY

< BACK TO ALL INDUSTRIES



Emily H...
Blue Latit...

Professional Services Resource Center

Find the exact tools, community and funding info you need

Consultants and leadership coaches are now stuck having very personal conversations over Zoom. Lawyers and accountants are providing services sensitive to their clients' needs. Below, find a curated list of industry-specific resources, exper...

COVID-19 BUSINESS RESOURCE CENTER
HELLO ALICE

What can we help you with?

INDUSTRY RESOURCES

CREATE A NEW BUSINESS PLAN

REOPEN SAFELY & SENSITIVELY

CREATE & MASTER ONLINE SALES CHANNELS

RESOLVE SUPPLY PROBLEMS & PLAN FOR THE FUTURE

PRINTABLE FLYERS

BEAUTY & WELLNESS COMMUNITY

< BACK TO ALL INDUSTRIES



Hello Alice's Circular Summit 2019

Beauty & Wellness Industry Resource Center

Find the exact tools, community and funding info you need

As if running a salon wasn't challenging enough, now you have to make clients feel beautiful—and safe—getting a cut and color from behind a face mask. Gym owners must consider how to make Zoom workouts engaging and effective for their clients. The new reality means the personal touch so essential to beauty and wellness businesses must be rethought, and in some cases, replaced with new strategies. Below, find a curated list of industry-specific resources and experiences from fellow beauty and wellness owners. Learn about the challenges they're facing, and explore how-to guides designed to help you reopen your doors and get back to business.



Content & Networking

Facebook Groups

The screenshot shows a Facebook group page for 'Cape Cod Small Business Owners'. The cover image features a beach scene with the text 'SHOP LOCAL Support Neighbors'. Below the cover, the group name and member count are visible. The page includes a 'Post' section with a 'What's on your mind?' prompt and a 'About' section. At the bottom, there is a blue call-to-action button that says 'Cape Cod Small Business Owners | Facebook' and the URL 'facebook.com'.



The screenshot shows the homepage of Alignable, a small business referral network. The header features the Alignable logo and navigation links. The main content area includes a search bar, a 'Join for free' button, and profile pictures of members. A quote from 'Small Business owners like Stacy and Amy' is also visible.

Alignable - The Small Business Network.

With millions of members in 30,000 communities, Alignable is where small business owners build trusted relationships and generate referrals.

alignable.com



The screenshot shows the LinkedIn 'Open for Business' banner. It features the text 'Welcome to LinkedIn for Small Business' and 'How to grow your business on LinkedIn'. An illustration of two people sitting on a couch is on the right.



What is LinkedIn for Small Business?

LinkedIn - Open for Business

business.linkedin.com



Support through Covid-19



Cape Cod Commission
Covid-19 Resources



Mass.gov
Covid-19 Funding and
Resources



Small Business Strong
Free Small Business
Technical Assistance



CO- *by the US Chamber of
Commerce*
Actionable Tactics

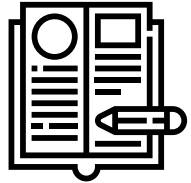


Poll
Question
#5

What types of resources would you like to see highlighted in a business recovery toolkit?

- Business training / employee training
- Digital marketing / social media
- Industry specific resources
- Funding
- Startup / entrepreneurship
- Local government
- Professional networking

Please select all that apply in the pop-up window



We invite you to try out a **digital presence audit** and the other checklists presented today.

Bring your questions to our next workshop in late April / early May!

Q&A

THANK YOU!
TIME FOR QUESTIONS

CONTACT:
businessrecovery@capecodcommission.org