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# Retail and Product-based Businesses

*Cape Cod Business Resilience Workshops*

MARCH 3, 2021



More information at [capecodcommission.org/business](https://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.



# Tracking Pandemic Impacts

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Economic Recovery and  
COVID-19

# CAPE COD COVID-19 DATA DASHBOARD

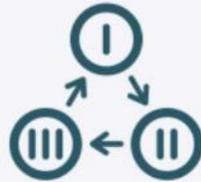
MENU 

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



## RETAIL & PRODUCT-BASED BUSINESSES



CLOSED

8%



RETURN TO  
NORMAL IN 6  
MONTHS OR MORE

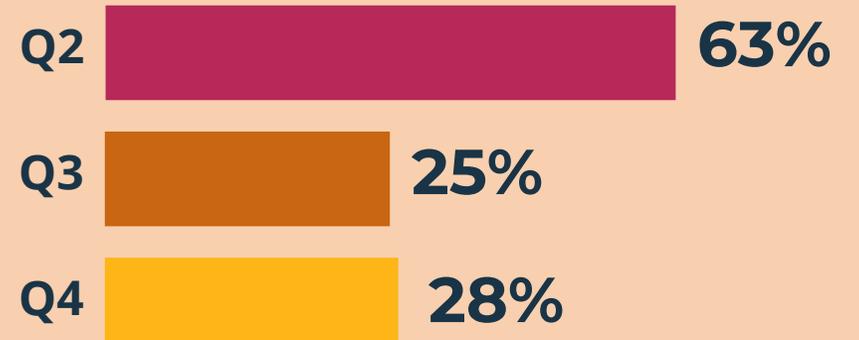
44%

COMMUNICATIONS,  
MARKETING,  
SOCIAL MEDIA,  
ONLINE SALES  
SUPPORT

37%  
ALREADY  
LEVERAGED

30%  
STILL  
NEEDED

## LOSS OF 50% OR MORE IN 2020 VS. 2019



88 respondents

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# BUSINESS RECOVERY & RESILIENCY PLANNING

INDUSTRY  
WORKSHOPS



BUSINESS  
TOOLKITS



ECONOMIC  
RESILIENCY  
PLAN





# Business Resilience for Retail and Product-based Businesses

First of our two-part business resilience  
workshop series

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
- Crisis communication plan for employees, customers, vendors, and partners



## PHYSICAL ASSETS

- Storefront or office
- Inventory
- Equipment



## 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 / Inventory / Equipment

Please select all that apply in the pop-up window

# Industry Trends

## How businesses adapted?



### DIGITAL

- eCommerce by traditional B&M businesses
- Omnichannel experience



### PEOPLE

- Staff & resources that align with adapted operations
- Safety & Service Training
- Innovation within local communities



### CUSTOMERS

- New customer segments & geographies
- “Authentic marketing”  
Desire to connect with a brand / need to be social
- Scarcity



### OPERATIONS

- Appointments
- Fulfillment / Cloud 3PL
- Packaging and Design
- “Become essential”
- “Thrill of the hunt”



A row of colorful wooden houses built on stilts, overlooking the ocean. The houses are painted in various colors like green, blue, and white. The most prominent house has a white gable with a large anchor symbol. The houses are connected by a wooden walkway. The foreground shows a sandy beach with some rocks. The sky is clear and blue.

# Business Stories

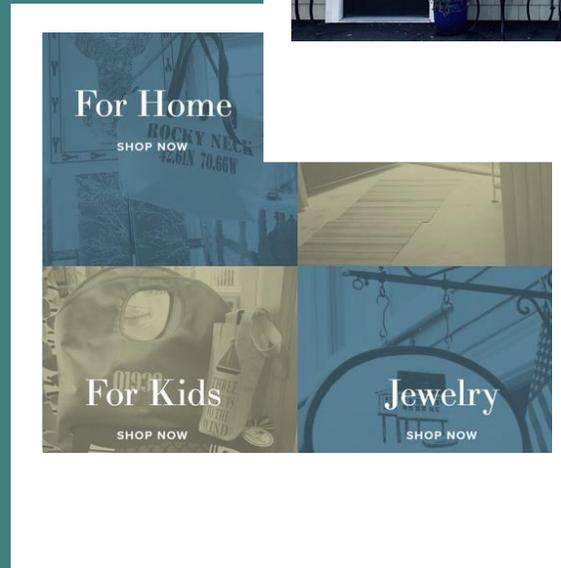
• • • • •

# The Cottage on Smith Cove

Small Seaside Boutique in Gloucester, MA.

Strategy highlights:

- Moved inventory online and accessing a larger market
- Personalized items
- Pandemic specific offerings
- Delivery of goods with flexibility depending on customers preference



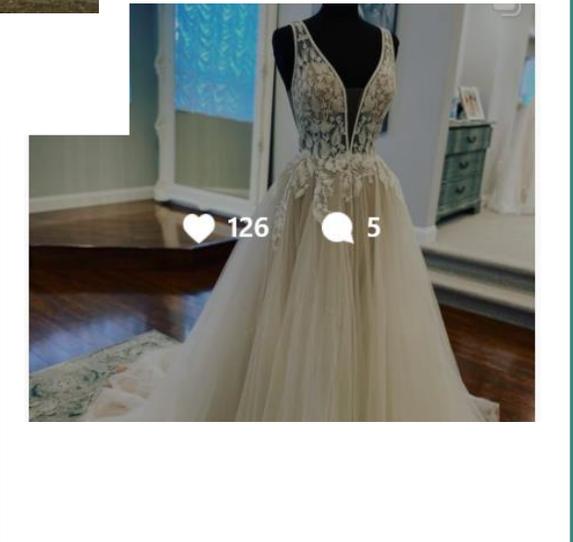
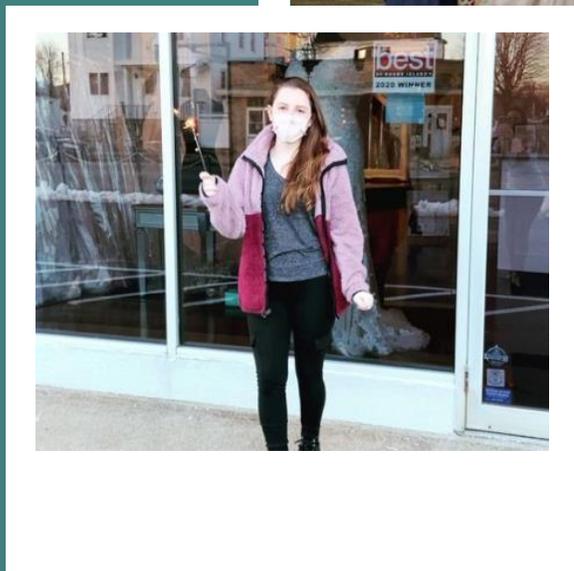
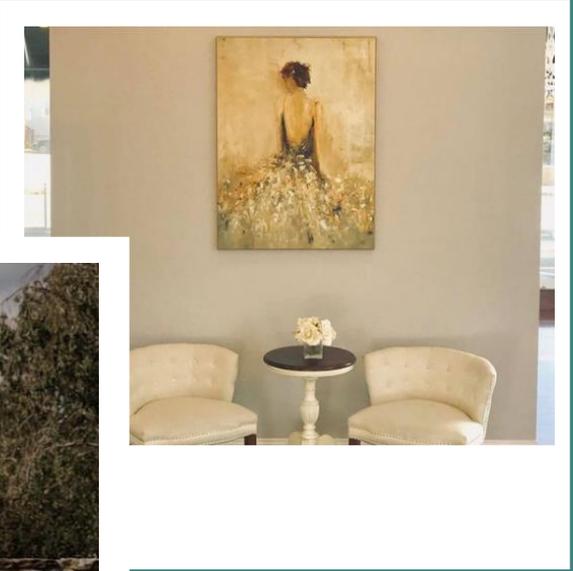
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# Spark Bridal

Small bridal boutique out of Cranston, RI

Strategy highlights:

- Appointments only with the option to book online
  - Reduced capacity at 6 people max
  - One party at the time
  - "SPARK" social media campaign on Instagram
- • • • •



A woman with curly hair, wearing a grey and white patterned top, stands in a clothing store with her arms crossed. The background shows racks of clothes and store lighting.

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

- McKinsey & Company

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

# 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



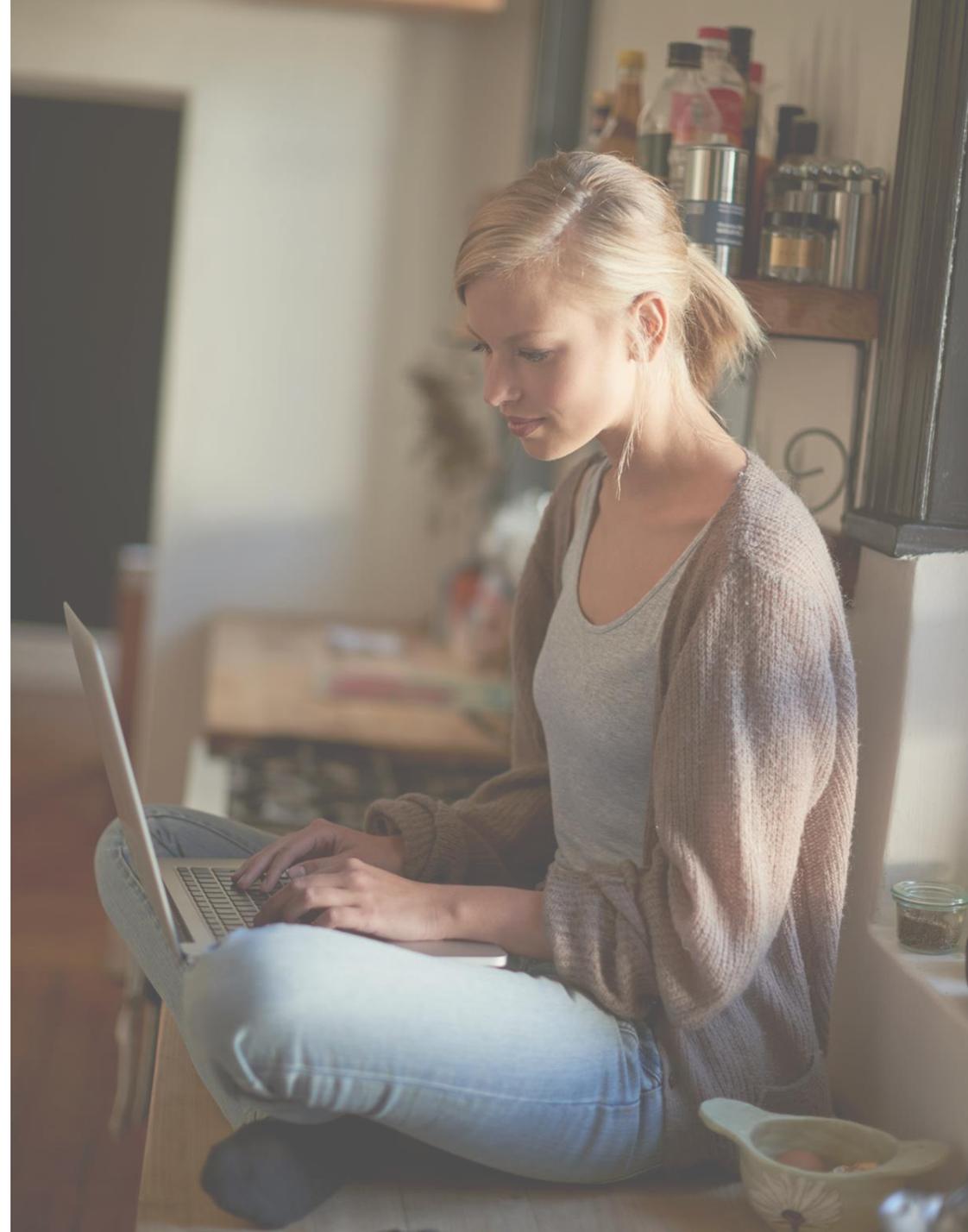
# Digital Presence Audit

*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, Yelp, 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-store 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., POS system and financial data)
- Take steps to improve; Take steps to remove friction

# Digital **Strategy** Checklist

## 1. Website

- Content (e.g., blog, reviews, clear policies)
- High-converting online store design
- Mobile-optimized / SEO-optimized

## 2. Multi-Channel Marketing

- Third-Party platforms
- Social media
- Email marketing
- Omni-channel customer service

## 3. Collect customer data and behavioral insights

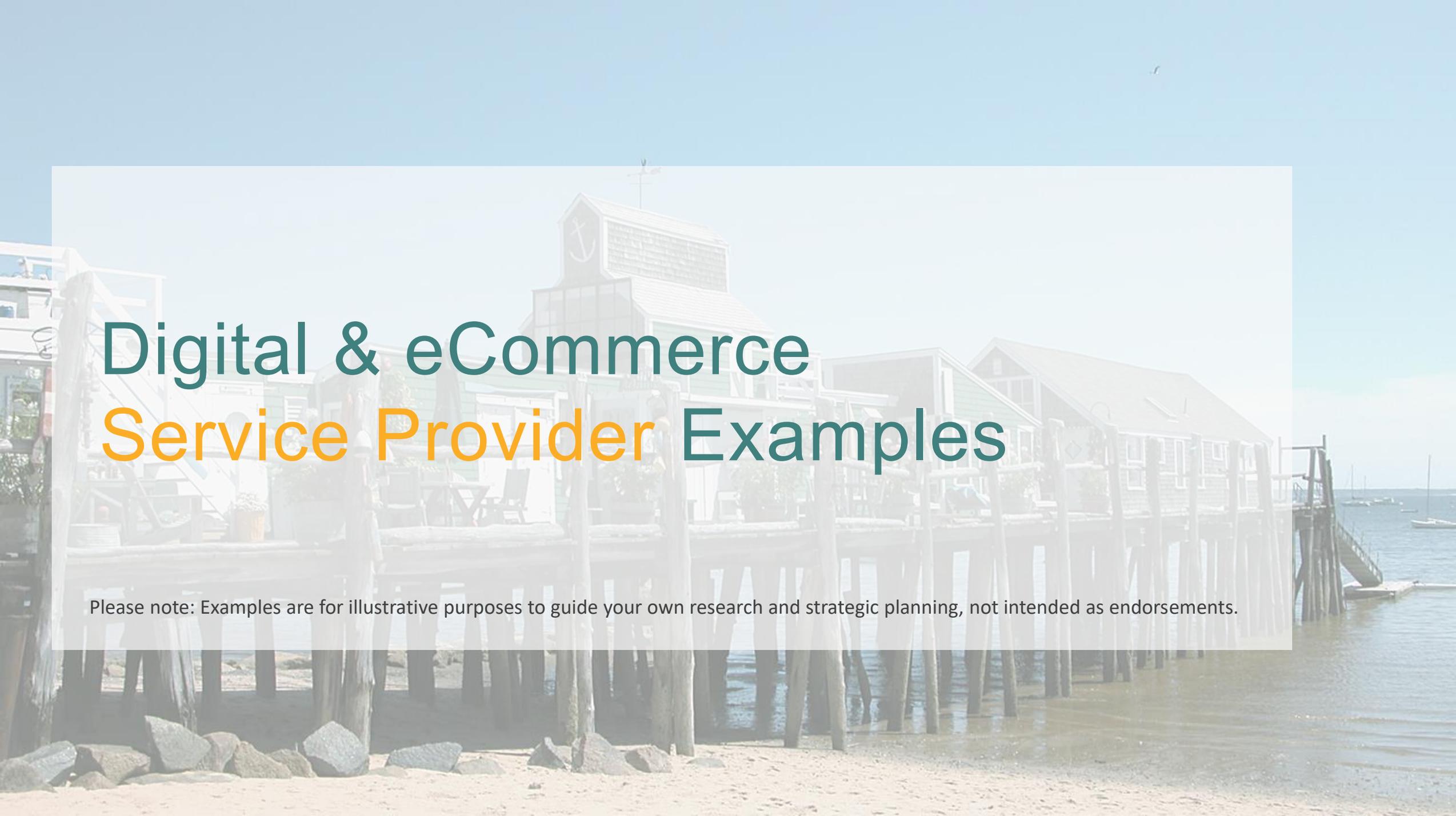


Poll  
Question  
#3

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

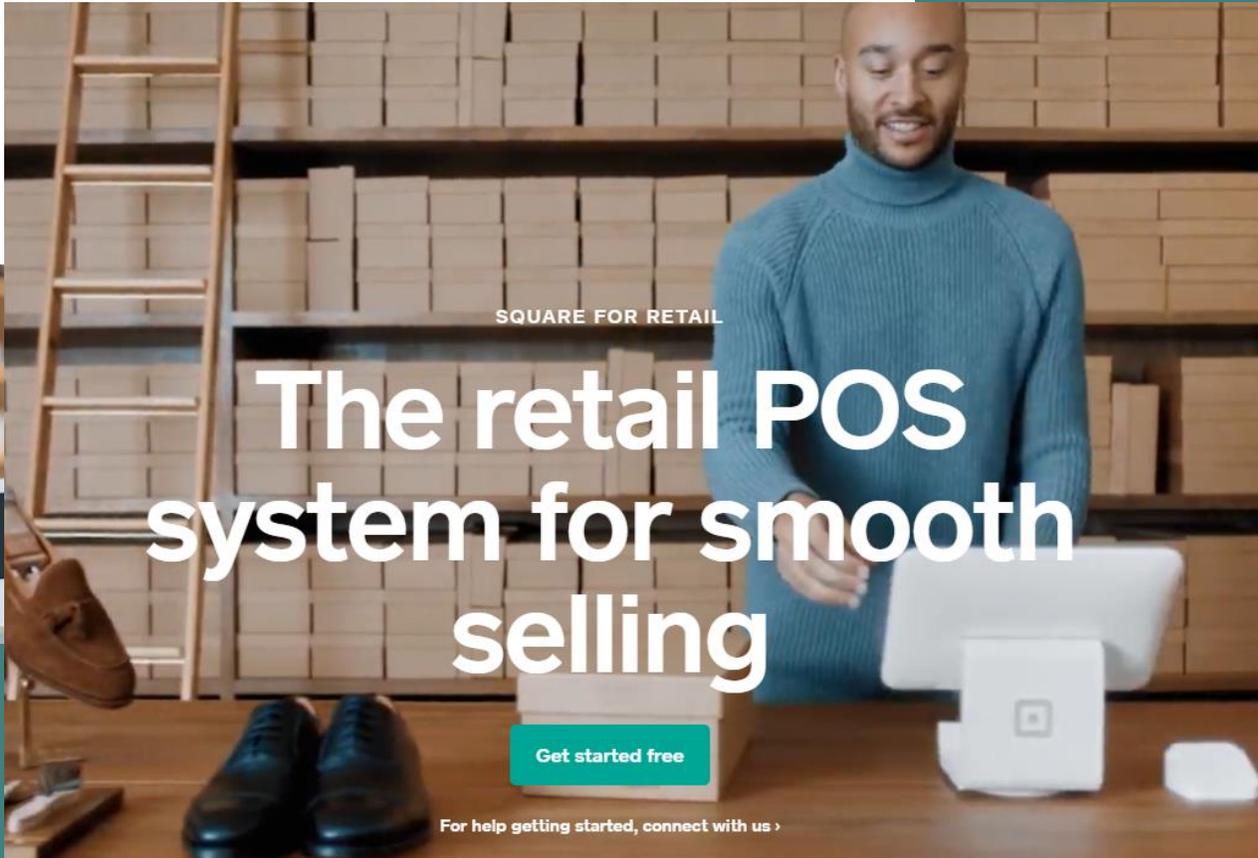
A coastal scene featuring a wooden pier and buildings on stilts over the water. The buildings are multi-story and have a rustic, nautical feel. One building has a prominent anchor logo on its roof. The pier is made of dark wood and extends into the water. The sky is clear and blue, and the water is calm. The foreground shows a sandy beach with some rocks.

# Digital & eCommerce Service Provider Examples

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

# DO MORE WITH SHOPKEEP'S RETAIL POS SYSTEM

Grow your



SQUARE FOR RETAIL

## The retail POS system for smooth selling

Get started free

For help getting started, connect with us >

## Utilize your POS System's Full Capabilities

- Capture customer data and behavior
- Email Marketing
- Targeted campaigns
- Data Insights
- App Integrations



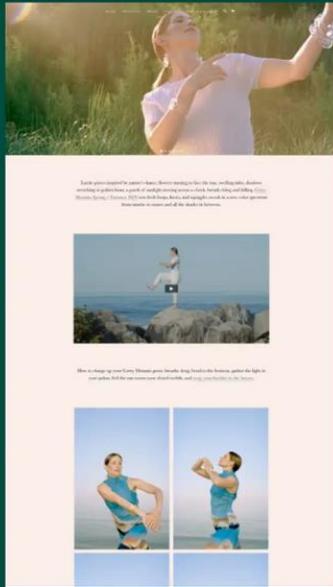
# Bring your business online

Create an ecommerce website backed by powerful tools that help you find customers, drive sales, and manage your day-to-day.

[Explore more examples →](#)



FOOD & DRINK  
Alfred



JEWELRY  
Corey Moranis



FOOD & DRINK  
Detour Coffee



### Oberlo - Dropshipping App

by Shopify  
Find products to sell on Shopify  
★ 4.2 (2394)  
Free plan available



Kit  
by Shopify  
Run better Facebook ads  
★ 4.3 (1530)  
Free to install



SMSBump SMS + MMS Marketing  
by SMSBump Ltd  
Text Marketing. SMS Marketing Flows. Chat. Growth Analytics  
★ 4.8 (1494)  
Free to install



Loox Product Reviews Referrals  
by Loox  
Product reviews with photos - build trust and drive referrals!  
★ 4.9 (6416)  
14-day free trial



Seguno: Email Marketing  
by Seguno  
Email marketing in less time — NEW email templates available!  
★ 4.8 (661)  
Free plan available



Smile: Rewards & Loyalty  
by Smile.io  
Points & referrals. Attract & retain your most loyal customers  
★ 4.7 (3773)  
Free plan available



Privy - Pop Ups, Email, & SMS  
by Privy  
Exit Popup, Email Marketing, Bars, Upsell, Abandoned Cart  
★ 4.6 (24484)  
Free plan available



Omnisend Email Marketing  
by Omnisend  
Sell More with Email & SMS Marketing Automation  
★ 4.7 (3858)  
Free to install

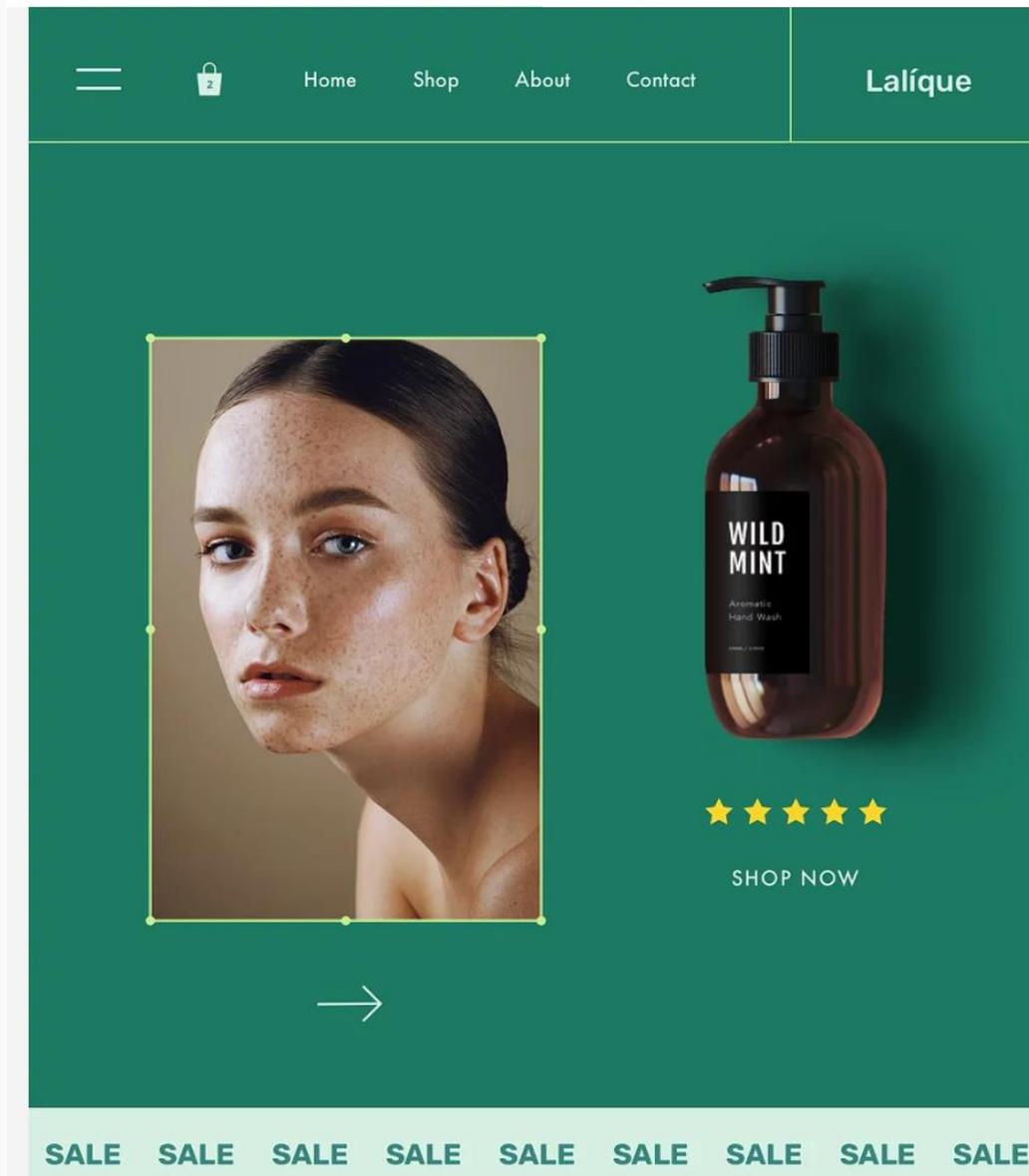


Yotpo Product Reviews & Photos  
by Yotpo  
Collect product reviews, photo reviews, site reviews & ratings  
★ 4.7 (2653)  
Free plan available

"Shopify handles everything from marketing and payments, to secure checkout and shipping"

shopify.com

# Wix eCommerce

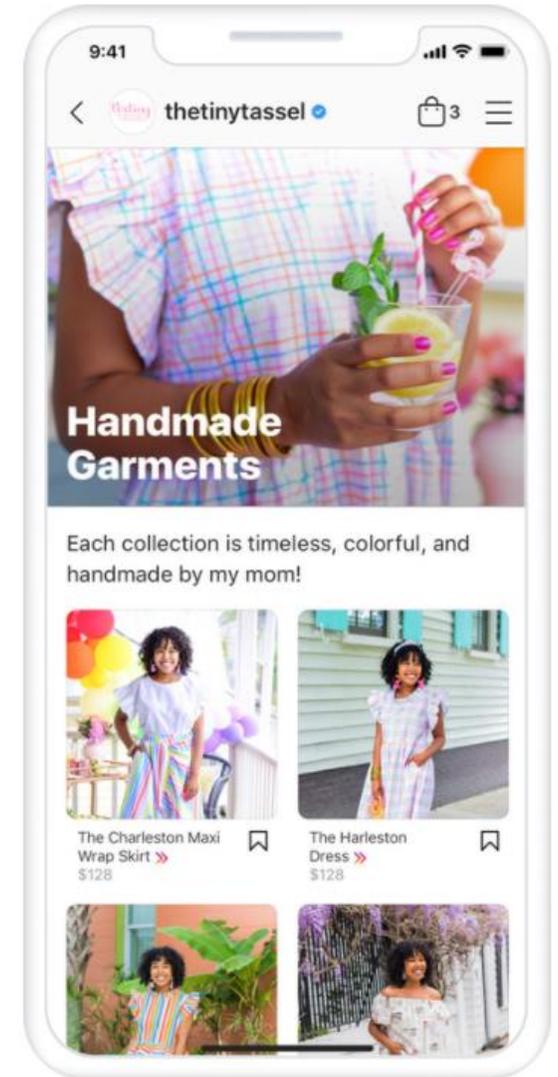
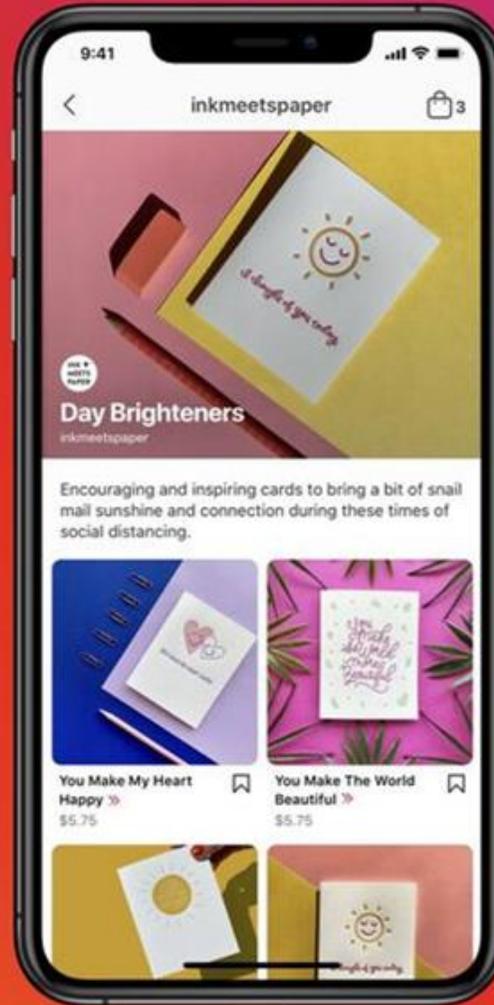
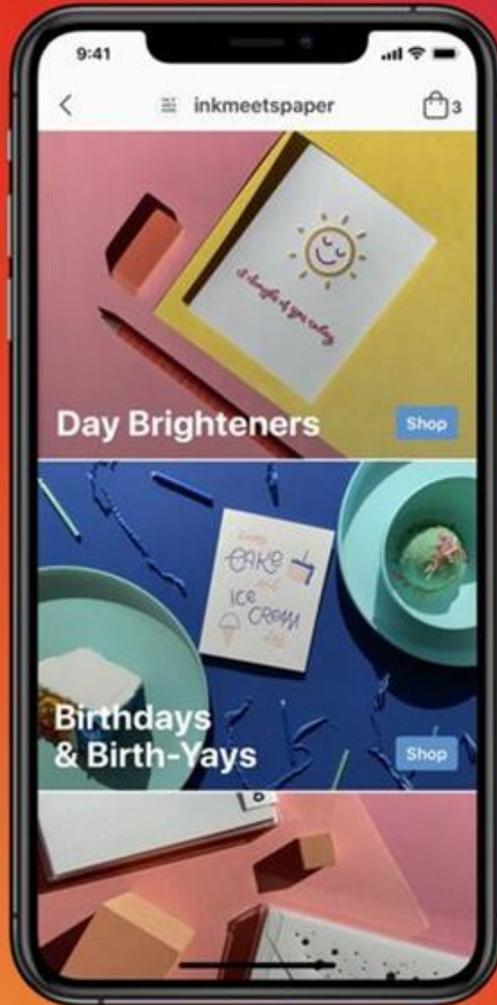
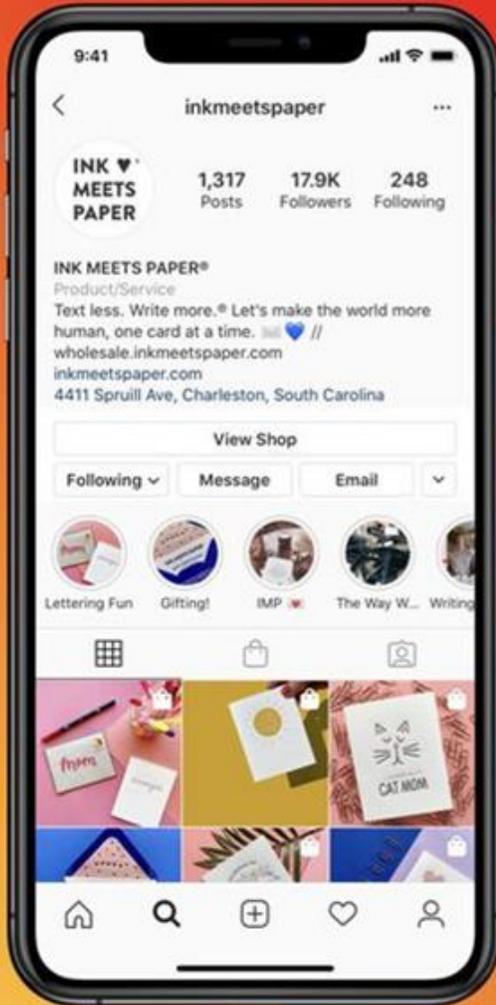


## How to Create an Online Store

Here are the steps to follow to create an online store:

1. Log in to your account or sign up.
2. Choose from 500+ professional online store templates.
3. Customize your online store's design.
4. Add products to your store.
5. Connect a payment provider and set up shipping.
6. Choose a custom domain.
7. Publish your eCommerce website and start selling.

facebook.com/business/shops



A shop on Instagram

# Multi-Channel Strategy:

# Platforms to Increase Discoverability by new customers

## Optimize your Google My Business listing

Keep content up to date

- Utilize Call to Action buttons "Learn More" "Get Offer"
- Free and effective way to gain visibility



East Hampton Florist 

[Website](#) [Directions](#) [Save](#) [Call](#)

4.3  43 Google reviews

Florist

✓ Curbside pickup · ✓ Delivery

Review summary  [Write a review](#)

5  4.3  
4   
3   
2   
1  43 reviews

 "A beautiful store with such beautiful things. From the flowers to the handmade signs this place is a must. The staff is always so friendly and helpful to meet any need!" 

 "Incredible flower shop, everything is beautiful, the staff were very helpful and friendly. My flower arrangement was just perfect!" 

 "I don't live locally, wanted to find a local shop to deliver a bouquet to our friends. This florist was easy to work with and did a beautiful job." 

**Address:** 69 N Main St, East Hampton, NY 11937  
**Hours:** Closed - Opens 9AM Wed  
**Phone:** (631) 324-8582

[Suggest an edit](#) · [Own this business?](#)

Products [View all](#)

 Fall Harvest tk-3 \$84.99 – \$134.99	 Cherished Love A-... \$64.99 – \$84.99	 Serene JB-5 \$89.99 – \$139.99
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Citizen Maine Home 

[Website](#) [Directions](#) [Save](#) [Call](#)

Furniture store in Damariscotta, Maine

**Address:** 93 Main St, Damariscotta, ME 04543  
**Hours:** Closed - Opens 9AM Wed  
**Phone:** (207) 682-0140

 Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Products [View](#)

 Women's Slogan L... \$24.95	 Maine Slogan Lob... \$36.95	 Nautical Beach & ... \$39.95
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Explore categories

<a href="#">Women</a>	<a href="#">hoodies</a>
<a href="#">Bag Collection by Citizen Maine</a>	<a href="#">Sweatshirts</a>





# Customer loyalty

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



Jonathan Savard 

LOYALTY SUMMARY

**10 points**

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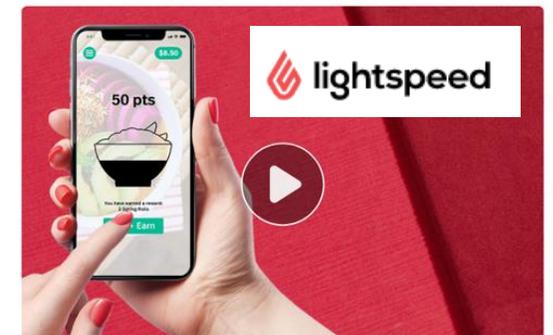
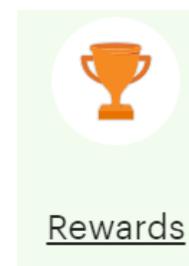
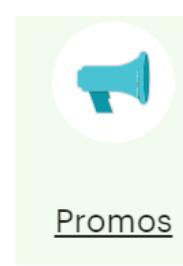
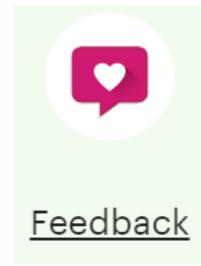
★ 10% off entire sale

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★ 1 free retail bag

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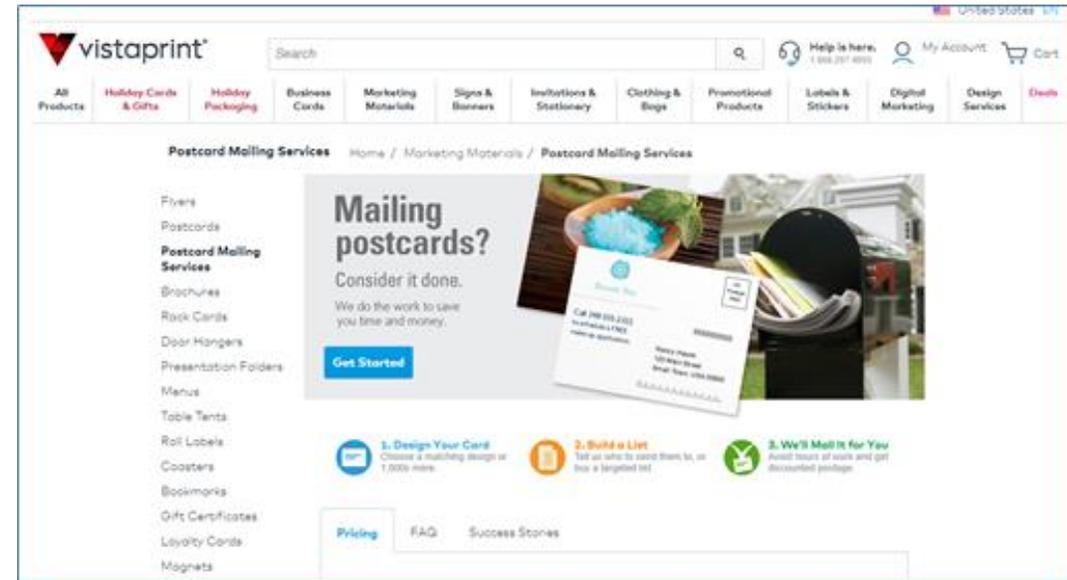
PHONE NUMBER	LINKED CARDS
415-555-0150	1
MEMBER SINCE	LIFETIME POINTS
MAY 22	20



# Direct Mail Campaigns

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

- **Vistaprint:** create inside Vistaprint or upload your own design. Upload a mailing list or purchase a list. Filter your audience down by various demographic criteria to make your list more targeted.
- **Postpilot:** Postcard marketing app that integrates with your eCommerce platform, such as Shopify.



**Bring Online Customers Back Again  
(And Again) With Powerful Postcard  
Marketing.**

Send delightfully simple, effective one-off + automated campaigns. The result? More loyalty, sales, and *profits out the wazoo.*

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
- Delivery or other third-party platforms
- POS system with integrated marketing tools
- Google My Business / Local SEO

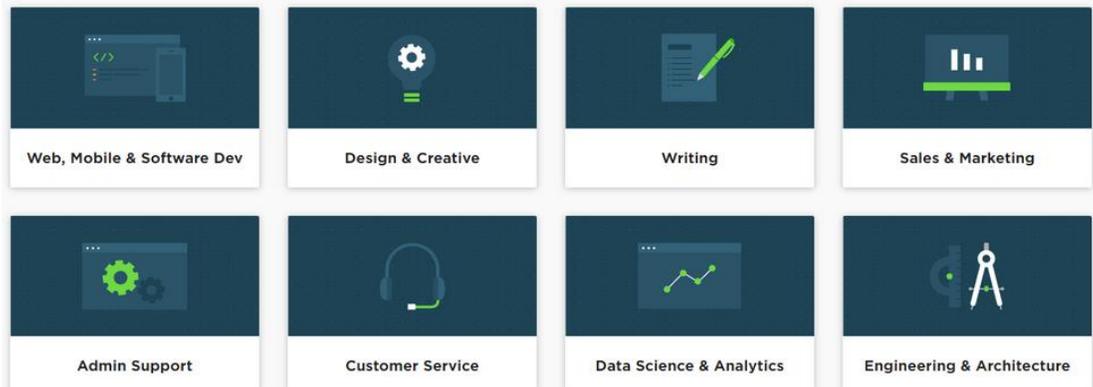
Please select all that apply in the pop-up window

# 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 joyfully on a sandy beach. They are splashing through shallow waves. The scene is captured in a bright, slightly overexposed style, emphasizing a sense of freedom and happiness. The women are dressed in casual, comfortable clothing like sweaters and cardigans. The background shows the ocean and a clear sky.

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 white patterned carpet.

# Hello Alice



<https://covid19.helloalice.com/retail-industry-resource-center>

**COVID-19 BUSINESS RESOURCE CENTER**  
HELLO ALICE

What can we help you with?

INDUSTRY RESOURCES

REEVALUATE YOUR BUSINESS PLAN & REAL ESTATE

REOPEN SAFELY & SENSITIVELY

MANAGE INVENTORY & ONLINE SALES

THINK ABOUT REHIRING

---

PRINTABLE FLYERS

RETAIL COMMUNITY

[← BACK TO ALL INDUSTRIES](#)



## Retail Industry Resource Center

Find the exact tools, community and funding info you need

Your beachtown boutique wasn't set up to succeed without tourists popping in to browse, and a jewelry store will suffer without looky loos and special events on the horizon to spur sales. This is the reality for retail businesses everywhere as they wrangle complicated inventory and supply issues, and come to terms with customers flocking to e-commerce over brick and mortar. Below, find a curated list of industry-specific resources, experiences from fellow retail owners about the challenges they're facing, and how-to guides designed to help you reopen your doors and get back to business.

# Content & Networking

Facebook Groups



SHOP LOCAL  
Support Neighbors

Cape Cod Small Business Owners  
4744 group members

facebook.com



Alignable  
The Small Business Referral Network

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



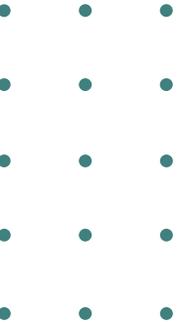
Welcome to LinkedIn for Small Business

LinkedIn - Open for Business

business.linkedin.com



# Support through Covid-19



Cape Cod Commission  
Covid-19 Resources



Mass.gov  
Covid-19 Funding and  
Resources



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



Small Business Strong  
Free Small Business  
Technical Assistance



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
- Retail business industry / supply chain 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](mailto:businessrecovery@capecodcommission.org)