



# Economic Impact Support Package

BOOST WITH FACEBOOK

# Thank you for applying to the Facebook Small Business Grants Programme.

These are difficult times for small businesses everywhere. We've prepared a digital toolbox to help you weather the storm.

This package contains free resources to boost your digital skills, build resilience and get a little inspiration!

Click on the links below for training on marketing skills, practical tools and inspiration or read on for industry-specific recommendations (restaurants and cafés, salons and spas, fitness and recreation centres, and retail).

- [Blueprint: Free step-by-step digital marketing tutorials](#)
- [Facebook for Business](#)
- [Business Resource Hub](#)
- [Webinar Hub](#)
- [Success Stories](#)

## **#SupportSmallBusiness**

Discover new ways to support small businesses on Facebook and Instagram, including a #SupportSmallBusiness hashtag on Facebook and a "Support Small Business" sticker on Instagram and additional tools to help businesses stay informed and connected to customers. Visit our [Business Resource Hub](#).

**RESPONDING TO CORONAVIRUS (COVID-19):**

## For restaurants and cafés

We recognise this uncertain time can create unique challenges for restaurants and cafés. That's why we're working to provide helpful information and support during this time, and have created this resource with examples of how businesses can adapt and respond.



# Here are four things your business can do to adapt and respond:

01

Stay connected with your customers

03

Keep yourself safe and informed

02

Consider ways to keep your business running

04

Get examples and inspiration

## 01 Stay connected with your customers

### Share updates

Share important information with your customers using email, your website, Facebook Page, Instagram Business Profile or however you typically connect. You can update your business hours on your Facebook Page or let customers know about temporary service changes such as pick-up, delivery, online services or temporary closure.

### Answer questions

Let customers know that they can call, email or message you with questions or to place an order.

- [Facebook saved replies](#)
- [Instagram quick replies](#)
- [Facebook instant replies](#)
- [WhatsApp quick replies](#)

### Facebook groups

Explore small business takeaway groups in your area. Many communities are using Facebook groups as a way to surface restaurants that are open for takeaway, to connect with other restaurant owners or to share their favourite spots.

### Post creative content

Keep your business front of mind with customers by posting regularly about your hours, menu or daily specials. Encourage takeaway orders for special occasions such as birthdays or celebrations. You could even try hosting short cooking demonstrations by going live on Facebook or Instagram

## 02 Consider ways to keep your business running

Many restaurants have been forced to adjust their business model as they rely on other means such as takeaway orders to survive. We know that this can be a challenging adjustment and wanted to share some new features that may help.

### Takeaway or curbside pick-up

Whether this is a new or existing offering, let customers know how they can contact you to place orders. You can create a post featuring your daily special or menu, your contact information and when you're accepting orders. You can also download ready-made post templates here.

### Online food ordering

Learn more about food ordering options on Instagram and see partners available in each country. We've also added interactive stickers in Stories to help you share these updates in a fun and engaging way.

### Gift cards or fundraisers

Get set up to offer digital gift cards on Facebook or Instagram, so people can easily discover and support your business. Create a post about your gift card or create a story to generate even more awareness. You can also start a fundraiser for your business, your employees or another cause, and receive donations directly from your Facebook or Instagram profile.



## 03 Keep yourself safe and informed

Stay up to date by following credible, official sources such as the [World Health Organization \(WHO\)](#), so you can safely adapt how you do business, and keep your employees and customers informed.

## 04 Get examples and inspiration





**RESPONDING TO CORONAVIRUS (COVID-19):**

## For salons and spas

We recognise this uncertain time can create unique challenges for salons and spas. That's why we're working to provide helpful information and support during this time, and have created this resource with examples of how businesses can adapt and respond.

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## 01 Stay connected with your customers

### Share updates

Share important information with your customers using email, your website, Facebook Page, Instagram Business Profile or however you typically connect. You might include information about your availability, hours, measures that you're taking to keep your staff and premises safe, or share your menu of services and pricing. You can update your [business hours](#) on your Facebook Page or let customers know about temporary service changes such as pick-up, delivery, online services or temporary closure.

### Answer questions

Let customers know they can call, email or message you with questions. You can consider adding answers to top questions directly on your website, or use the following to save time when responding to frequently asked questions on Facebook, Instagram or WhatsApp Business:

- [Facebook saved replies](#)
- [Instagram quick replies](#)
- [Facebook instant replies](#)
- [WhatsApp quick replies](#)

### Facebook groups

Explore small business takeaway groups in your area. Many communities are using Facebook groups as a way to surface restaurants that are open for takeaway, to connect with other restaurant owners or to share their favourite spots.

### Post creative content

Even if you can't conduct business as usual, you might consider how to keep customers engaged with your business. Try posting "How-to" videos, behind-the-scenes photos or going live on [Facebook](#) or [Instagram](#).

## 02 Consider ways to keep your business running

### Gift cards or credits

If you have to close temporarily, consider offering gift cards or a discount on future visits as a way for others to support you during this time.

### Limited product inventory

If your product inventory is limited during this time, you could:

- Talk about the products that you do have in stock, or ones that are comparable to your out-of-stock items.
- Create future demand by encouraging pre-orders for when items come back in stock.

### Online purchases

You might consider using an e-commerce solution or online shop or marketplace to sell your products, gift cards or enable clients to prepay for future visits.



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## 04 Get examples and inspiration





RESPONDING TO CORONAVIRUS (COVID-19):

## For retail

We recognise this uncertain time can create unique challenges for retailers. That's why we're working to provide helpful information and support during this time, and have created this resource with examples of how businesses can adapt and respond.

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01

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03

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02

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## 01 Stay connected with your customers

### Share updates

Share important information with your customers using email, your website, Facebook Page, Instagram Business Profile or however you typically connect. You can update your business hours on your Facebook Page or let customers know about temporary service changes such as pick-up, delivery, online services or temporary closure.

### Answer questions

Let customers know they can call, email or message you with questions. You can consider adding answers to top questions directly on your website, or use the following to save time when responding to frequently asked questions on Facebook, Instagram or WhatsApp Business:

- [Facebook saved replies](#)
- [Facebook instant replies](#)
- [Instagram quick replies](#)
- [WhatsApp quick replies](#)

### Post creative content

Even if you can't conduct business as usual, you might consider how to keep customers engaged with your business. Try posting "How-to" videos, behind-the-scenes photos or going live on [Facebook](#) or [Instagram](#).

## 02 Consider ways to keep your business running

### Online purchases

If you don't have one already, you might set up an online shop or e-commerce solution so that customers can shop online rather than coming in person. Another option is Instagram Shopping, where customers can shop directly from your Instagram profile. You can learn more and see if you're eligible [here](#).

### Delivery or curbside pick-up

Consider offering local delivery or pick-up options. Customers can order their items ahead of time, and you can deliver straight to their car or home.

### Gift cards or credits

If you have to close temporarily, consider offering gift cards or a discount on future visits as a way for others to support you during this time.

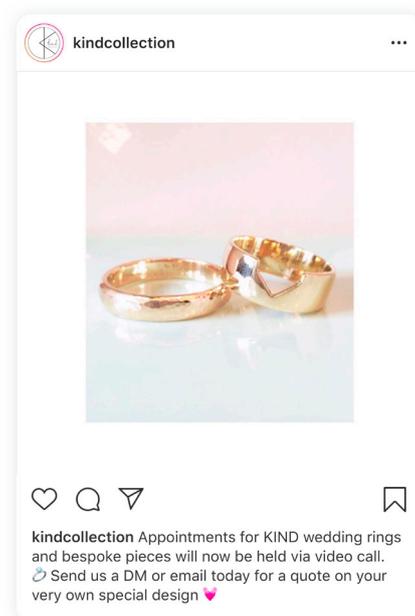
### Virtual consultations

If you offer a personalised product or service, try hosting consultations over video chat through Facebook, Instagram or other online services.

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## 04 Get examples and inspiration





**RESPONDING TO CORONAVIRUS (COVID-19):**

## For fitness and recreation centres

We recognise this uncertain time can create unique challenges for fitness and recreation centres. That's why we're working to provide helpful information and support during this time, and have created this resource with examples of how businesses can adapt and respond.

# Here are four things your business can do to adapt and respond:

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## **01** Stay connected with your customers

### **Share updates**

Share important information with your customers using email, your website, Facebook Page, Instagram Business Profile or however you typically connect. You can update your business hours on your Facebook Page or let customers know about temporary service changes such as pick-up, delivery, online services or temporary closure.

### **Answer questions**

Let customers know they can call, email or message you with questions. You can consider adding answers to top questions directly on your website, or use the following to save time when responding to frequently asked questions on Facebook, Instagram or WhatsApp Business:

### **Handling membership pauses:**

You may have customers who want to pause or cancel their memberships, so make sure that you communicate any changes in your cancellation policies during this time.

## 02 Consider ways to keep your business running

### Streaming classes and routines

You might want to try streaming classes through your website, using [Facebook Live](#) and [Instagram Live](#), or a video conferencing app, so clients can work out from home. You could also offer personal training sessions or nutrition classes over video chat.

### Class packs and discounts

You could let clients prepay for classes, training packages or membership dues. Consider offering clients deals on class packs or future memberships to support you during these challenging times.

### Showcase your merchandise

Consider using email, your website, Facebook Page, Instagram business profile or however you typically connect with customers to showcase products for sale, such as clothing or equipment. You could offer discounts, free delivery or local delivery.

### Keep clients healthy and engaged

Clients may want advice on how to stay healthy during this time. Try sharing tips on Facebook and Instagram to help keep your clients motivated and engaged with your business.

## 03 Keep yourself safe and informed

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