

Six Strategies to Strengthen Your Business during COVID-19



COVID-19 has changed our daily lives. During this time, business leaders need to continue moving their businesses forward with planning and execution of plans to manage employees, cash flow, online sales, and more. The biggest mistake to avoid right now is standing still. Businesses need resources to adapt and create a new plan.

In an effort to help businesses survive and thrive during COVID-19, here are six strategies that can strengthen your business. Mississippi State University Extension faculty members provided an overview of these strategies using a Zoom conference call recently. You can find a link to the presentations below. Also, each faculty member provided valuable resource links that can help your business through COVID-19. Feel free to reach out to any or all of these specialists for more assistance.

The Zoom Webinar

If you want to watch each presentation listed below, please visit <http://extension.msstate.edu/six-strategies-strengthen-your-business-during-covid-19>. What follows is a listing of each faculty member, the topic they presented, and resource links that can help your business during COVID-19.

- Strategy 1: Create or Improve Your Business Website
- Strategy 2: Boosting Your Social Media Engagement
- Strategy 3: Turning Your Website into a Sales Machine
- Strategy 4: Adapting Business Strategies during COVID-19
- Strategy 5: How to Avoid Three Financial Mistakes during COVID-19
- Strategy 6: Small Business Administration Resources

The COVID-19 Toolkit for Businesses

Strategy 1: Create or Improve Your Business Website

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Resource Links

Build a Website with Wix

https://mstate-my.sharepoint.com/:f:/g/personal/pac47_msstate_edu/Ep_0St6IrxDHuP4WlkF-RmkBhDOInS856-6FyH0VDdbGrAA?e=H9xVLR

Mobile Friendliness Test

<https://search.google.com/test/mobile-friendly>

Page Speed Test

<https://developers.google.com/speed/pagespeed/insights/>

Keyword Planner

<https://ads.google.com/home/tools/keyword-planner/>

Search Engine Optimization Guide

<https://support.google.com/webmasters/answer/7451184?hl=en>

Strategy 2: Boosting Your Social Media Engagement

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Resource Links

5 Ways to Grow Your Local Foods Business with Facebook

<http://extension.msstate.edu/publications/5-ways-grow-your-local-foods-business-facebook>

Helpful Social Media Toolkit from the North Carolina Dept of Health and Human Services

<https://www.ncdhhs.gov/divisions/public-health/covid19/materials-and-resources>

50 Must-Have Remote Working Tools and Apps

<https://www.socialmediatoday.com/news/50-must-have-remote-working-tools-and-apps/575069/>

Assistance with Ads

<https://www.facebook.com/business/ads-guide>

Crafting Creative Content

<https://www.facebook.com/business/inspiration>

MSU Extension COVID-19 Information

<http://extension.msstate.edu/food-and-health/health/coronavirus>

Strategy 3: Turning Your Website into a Sales Machine

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Resource Links

Schedule a Free Website Review

<https://brickstoclicks.extension.msstate.edu/>

How to Build a Website That Sells

<https://podcasts.apple.com/us/podcast/how-to-build-a-website-that-sells/id1499143578?i=1000468537847>

3 Website Mistakes Your Business Should Avoid (Complete video)

<https://brickstoclicks.extension.msstate.edu/videos>

Free Tool to Pivot Your Marketing Message During Covid-19

<https://www.mystorybrand.com/>

Strategy 4: Adapting Business Strategies during COVID-19

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Resource Links

NAICS Code Look Up

<https://www.naics.com/search/>

Disaster Loan Applications

<https://www.sba.gov/page/disaster-loan-applications>

Paycheck Protection Program

<https://www.sba.gov/funding-programs/loans/paycheck-protection-program>

Guide for Home-Based Business

<http://srdc.msstate.edu/cashing/>

Developing a Marketing Plan

<http://extension.msstate.edu/publications/growing-your-brand-developing-marketing-plan-workbook>

Rural Tourism Toolbox

<https://gcd.extension.msstate.edu/educational-programs/community-development/tourism/rural-tourism-toolbox>

Strategy 5: How to Avoid Three Financial Mistakes during COVID-19

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Resource Links

Managing Personal Finances during COVID-19

<http://extension.msstate.edu/content/managing-personal-finances-during-covid-19>

Managing Stress and Anxiety

<https://www.cdc.gov/coronavirus/2019-ncov/prepare/managing-stress-anxiety.html>

Protect Yourself Financially from Coronavirus

<https://www.consumerfinance.gov/about-us/blog/protect-yourself-financially-from-impact-of-coronavirus/>

Learn about Investing

<https://www.finra.org/investors#/>

<https://www.saveandinvest.org/>

<https://www.smartaboutmoney.org/Courses/My-Retirement-Plan>

Fee-Only Financial Advisors

<https://www.napfa.org/find-an-advisor>

National Foundation for Credit Counseling (NFCC)

<https://www.nfcc.org/about-us/>

Strategy 6: Small Business Administration Resources for COVID-19

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Resource Links

COVID-19 Economic Injury Disaster Loan Application

<https://covid19relief.sba.gov/#/>

Small Business Administration e-Newsletter Sign-up

<https://www.sba.gov/updates>

U.S. Department of the Treasury Assistance for Small Businesses

<https://home.treasury.gov/policy-issues/top-priorities/cares-act/assistance-for-small-businesses>

Conclusion

COVID-19 will end at some point. The economy will recover at some point, too. In the meantime, businesses that continue moving forward will be the ones that prosper during and after COVID-19. Remember this: After the 2008 recession, many successful companies emerged. Here is a short list of some successful companies that launched after the 2008 recession (Conklin, 2020):

- WhatsApp
- Venmo
- Groupon
- Instagram
- Uber
- Pinterest
- Slack

Keep your business moving forward by adapting to the changing circumstances of COVID-19. Please contact the Extension faculty members listed here to help your business continue to move forward during this crisis.

References

Conklin, A. (2020, March 29). 10 Successful Startups Founded During 2008 Great Recession. Available at: <https://www.foxbusiness.com/markets/startups-great-recession>.

Publication 3444 (POD-04-20)

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Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. GARY B. JACKSON, Director