

SUPPORT ARKANSAS SMALL BUSINESS

Efforts to support small businesses during COVID-19

SHOP ONLINE –

- ✓ Many stores are now offering online shopping options even if they didn't prior to COVID-19. Businesses who previously offered online shopping have expanded their online options.

SHOP VIA TELEPHONE –

- ✓ No internet access or simply want to discuss items before buying? Shop via telephone. Many businesses have phones forwarded to cell phones or other locations during this time to make them easily accessible.

BUY GIFTS CARDS –

- ✓ Buying a gift card now will generate cash flow for businesses.

ORDER TAKE OUT OR GET FOOD DELIVERED –

- ✓ While restaurants are unable to serve customers in-house, they can and are providing many options for curbside pick-up and delivery.

POST ONLINE REVIEWS –

- ✓ Did you have a good experience when you picked up an order or had one delivered? Post an online review. Customers value online reviews and this is a simple, quick & free way to help a business.

PROMOTE VIA SOCIAL MEDIA –

- ✓ Share posts from local businesses.
- ✓ Share a video of yourself picking up your to-go order.
- ✓ Share a photo of your delicious food.

OFFER ALTERNATIVE MARKET IDEAS –

- ✓ Can you think of creative ways that businesses can adjust during this time in order to stay in business. Share your ideas with business owners.

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SHARE OFFERINGS OF LOCAL BUSINESSES

- ✓ As you become aware of offerings by businesses in your area, share with your friends, family & community.

VIRTUAK TIP JAR / TIP WELL -

- ✓ Now that all restaurants in the state of Arkansas have gone to carry-out or delivery, the tips that servers rely on are few and far between. But now there's a new way to tip local servers and it is giving restaurants some hope. It's called a virtual tip jar and it's the new norm across the country. Check to see if your area has a virtual tip. If so, give a virtual tip. If not, see if you can help establish one.
- ✓ If you have the means, consider tipping a larger amount than you normally would.

RE-SCHEDULE APPOINTMENTS –

- ✓ Re-schedule appointments for a future time rather than canceling.
- ✓ If you do cancel (and have the means to do so), consider paying the employee anyway.

PURCHASE BRANDED MERCHANDISE-

- ✓ Many businesses offer branded merchandise for purchase such as t-shirts. With customers not be allowed inside, this merchandise is sitting on shelves unsold. Therefore, it's a way to generate revenue and also advertise at the most important time to be doing so.

COMMISSION WORK –

- ✓ Some Arkansans are reporting doing home projects while they have more free time including some home decorating. Consider commissioning an artist to create a special piece for you to remember this time in history.

STOCK UP ON ITEMS THAT YOU REGULARLY USE –

- ✓ Stock up on items that you use regularly.
- ✓ Consider doing some early Holiday shopping.
- ✓ Have upcoming baby showers or birthdays? Go ahead and purchase gifts now. You'll be able to mark it off of your to-do list while helping a small business at the same time.

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