**A Smarter Approach to Your COVID Marketing Strategy**

Hello hello everyone and thank you for joining us for this presentation of A Smarter Approach to Your COVID Marketing Strategy . If you are like many businesses right now current events of likely forced you outside of your comfort zone so whether you had to pivots on e-commerce model to sell online and modify, this one time nice to do is when it comes to online marketing are now a necessity been know whether you are fortunate enough to be growing your business or just trying to keep the lights on, staying connected to your customers and how you approach your online marketing to do so are more important than ever. At Constant contact we get it. It is not always easy especially when you are exhausted but let's be honest. It is likely not your most creative time and yet it must be here most creative time and the good news is many of the best practices in online marketing still ring true. There is a heightened urgency as consumers and donors turn online to find information, make purchases and support those businesses and causes they care about.

My goal today is to show you how all of the pieces of online marketing work together to help you make sense of it all and to point out what you should pay attention to to build a strong foundation that gets you through this time of crisis and real results now and as we get to the other side. This is what we will cover today. First we'll talk about how people find you online.

Then we'll talk about how to set yourself up for success. And then we'll talk about how to encourage new and repeat business, and how it all comes together. As a lecture mentioned my name is Dave Charest and I am the Director of Content Marketing at Constant Contact, we give small businesses practical marketing advice so they can do more business and more for their cause but on a personal level I am forever inspired by your resourcefulness and resiliency and I'm grateful and honored you have chosen to spend some time with me here today so thank you.

This is something I would like you to keep in mind as we go through the material today. I have been fortunate in my career to speak with business owners all over the country and there is one thing they all know to be true. Business is built on relationships. And to that end people do business with people they know, like, and trust. Whenever I ask the question what is most of your business come from? Inevitably the answer is word-of-mouth

So think about online marketing as an opportunity to strengthen those existing relationships and build new ones so you can extend the word-of-mouth already important for your business. The other thing I would like for you to consider is as a smaller business you have a huge advantage over big businesses because you know your customers. Many times you interact with them in a way big businesses cannot.

It is those relationships that keep your business top of mind and give you an edge but later in the presentation I will share an approach called engagement marketing so you can see how to bring customers in for your new business. But keep this in mind for now. Even though we are talk about online marketing, what we are really talking about is engaging with people. If you focus on the people important to your business you will be more successful than those chasing every new tool, new trick and new hack.

We will not talk about silver bullets today and as far as I am concerned they do not exist. You must know that you have to do the work and you notice and you're not afraid to do that. A good rule of thumb, if you would not do it if you were face-to-face with someone do not do it online. Let's get started.

How people find you online. One of the things important to recognize is word-of-mouth now happens online and so whether people are mentioning their favorite businesses directly or consuming and sharing content they find useful or entertaining from those businesses, your business has the opportunity to be a part of more of those conversations and if you are a part of those conversations you increase the chances of people recommending or seeking you out when they need what you offer.

So the question to ask really is what do people find if they go looking for your business? Let's use Constant Contact as an example just to show what people may find. Here is a paid add on top of the search results and there is a Google listing on the side and then an organic result further down the page. As we continue to scroll on the page we see results showing social media channels and reviews and in our case have a Wikipedia page.

Those are some of the potential things that customers confide when they go looking for your business by name. Let's look at what happens if someone searches through our business should be found for and not for the business specifically. Now my family loves shoes and lightly on the weekends we been looking for something to do to get out of the house during all of this so have been looking for places that we can go pick something up and then we go sit someplace in the car and spend time there together. Before I do anything I do research.

In this example I am looking for cheese shops near me. Let's say you own a cheese shop near me. The question comes is do you show up if I am searching for that? Whether I look for a specific business because I got a recommendation from somebody or in this case just cheese shops near me you want to be there so you are in contention with my dollars. The first shops you see on the page are coming up from the Google my business listings and I will talk that a little more over the next session. But if we scroll down we find other results like your website, social media channels, competitors and other business listings and reviews. Now if I find a business interesting to me I would click on one of the results to get more information.

In this case I'm asking myself some questions if I decide this is the place for me and right now I'm at the top of the list of what I want to know which is are you open? You want to make sure when somebody comes to your website that the information is up-to-date with the information I need to know right now about your business. In addition to the basic information so I can see what you are offering and pricing all of that.

You can see in these examples is there is a call out right when you get to the page letting people know that they are still open for business now and they are open-ended and then on that page there are more details of what is going on. Now if you click through other results I may end up on a Facebook page. I'm starting to again form this picture that allows me to decide whether you are the right business for me. I am looking to see what are others saying about you and whether you are engaging and interacting with people. I'm also looking to see you're paying attention to things like reviews and what people are saying about you. Whether it is good and bad. Also I'm looking across all of these things quickly to find out and make sure the information is as consistent across the different resources that I find. Once I have that information I can make that decision and I can choose to spend my money with you.

This is an assistant way how people are finding businesses online today, myself included. All of this really only matters if you are online. If you are not online process cannot find you. By doing this exercise of searching for your business by name and by the things that you should be found for you will get a good sense of the ways your customers may be finding, or not finding or business.

Of course you want to be found. Let's recap. You want your business to be found so you can start building those relationships. You want to make it easy for people to spread the word about you so you are part of more conversations happening online. You want to show up when people go looking and that means you want to be there when they go looking for your business specifically or for something that your business does. When they click through you want to provide what they're hoping to find and make sure the information is correct.

Now that we have a good understanding of some of the ways people are fighting you online what should you do to make sure that you have a strong foundation in place. Let's talk about the tools you should use and tips to get started and how to set yourself up for success. So what should you have in order to make this successful as possible?

We point to five tools to lay a strong foundation and those are a mobile friendly website: an email marketing tool, primary social channel, up-to-date business listings and in easy way to create content. Let's take a deeper look.

The mobile friendly website is really your online hub. It is your home base are all things about your business. It is professional representation of who you are and what your business is all about. Now it should be a place where your audience can get

Once you have these new contacts engage with them right away. This is a point where people are highly engaged with their business because they say oh yes I want to hear more from this business. What you can do is use tools with email marketing that allows you to automate this, where email number one will welcome them and it delivers the thing you had promised them in exchange for the email address, whatever that was. Whether a discount or a piece of exclusive content related to your business.

And a few days later you can send an invitation to connect. This lets people know the other places they can connect with you. That could mean your social channels or the primary social channel that you are using the reason this is important is because if people connect with you in these other places you now have multiple ways to stay top of mind with these customers or potential customers.

When people engage with your business on social channels and specific those interactions are typically seen by the people they are connected with those of the people that are similar to those who are already your customers so they make good prospects as well.

Then after that series plan on sending at least one email a month. You should think about sharing a combination of promotional messages and helpful resources. You want to always provide value to the people you get to become customers. You don't want to be asking for a sale all the time that you want to do a combination of those things. Opinion on the nature of your business you may want to send more frequently than once a month during this time specifically but what you want to really focus on is letting the value of information you have for your customers drive with the frequency should be.

Now you should also think about reserving your name on social media. Social media often times can overwhelm people especially when first getting started. So what you should do is reserve your business name and all the channels and you don't have to be everywhere, ideally choose one primary channel that makes sense for your business based on customers based on the personality of your business. And then you need to understand each of the channels has its own personality and you should not be posting the same exact thing that every channel. So you can have the same theme but modify it to suit that channel the ultimate goal of should be to drive people back to your website to get people on your email list or to make a sale. Now we talked about matching her approach to the social channels. Let's give a brief overview of kind of the different personalities of each of the social channels out there today.

So Facebook you have a business page in your typically competing with friends and family and LinkedIn is a bit of a more personal and business page, more of a professional network. Instagram is highly visual and allows you to help people see what is happening in the business and twitter is a bit of a public use the of what is happening in the world. Interest is a board of tips and ideas were people can find information and find different ideas for using products and services so it is very helpful.

YouTube is about video educational content and often times being or tainting or being entertaining so the ultimate goal is to get people back your website to build your email list and drive business from their. Today that means you do not want to waste your time on social media and you really want to support your business. The things you are sharing across different channels are driving awareness, handling customer service actions, or getting people to do something. And today that means making them aware of what is going on in this new normal that we are in an attending customer service related industries. The other piece we want to think about here, the other tool in your arsenal for online marketing our listing and review sites.

You want to make sure that you are providing accurate information and responding appropriately on these sites because they often come up in the search results and people often use them to find new businesses. At the very least do what we call claiming a Facebook page or Google my business listing. That is often as simple as clicking a button and then proving you own a business, to get control or claim the page. You get those pages and use Google my business or yelp. You want to make sure all of the information is up-to-date and correct across all channels. Particularly now when people are going through these channels to find out information about what is happening right now. If one site says you are open and another says your closed it creates a conflict that say someone says I'm not sure what is going on so I won't bother or someone makes a decision based on it which again could be a bad scenario you want to avoid.

What is great is a lot of these platforms talk specifically about Google my business and they have provided new tools during this time such as a temporarily closed feature order allows you to create COVID related messaging at one point that even suspended the reviews functionality so they can assist businesses through this crisis if you're not seeing the things with a Google my business listing already check your listing and make sure you have the most current and accurate information on all the sites.

The other thing we mentioned is creating content. Content increases your chances of getting found. If you think about it content is what people search for, it is what they consume and it is what they share online. When you create content you increase the chances of getting found because the search engines love fresh blog content and it works with search engine optimization and we do not have time to get into the technical aspects. At its core is about delivering relative and meaningful content to people you're about to reach and it can result in the free traffic to your website. It doesn't need to be complicated. Just produce fresh, relevant content that aligns to what your audiences are searching for and a blog is a great way for answering questions that customers are asking so think specifically about the questions your customers may have and create resources that helps them answer.

Search engines like Google are very smart they always want to think about writing for people and making those tweaks for that portion of it. Create some kind of calendar for yourself so you try to stay consistent and publish new content on a regular basis and also ensure your blog is part of your domain if you have one of those for your website. As you are doing all of this and using all of these tools with online marketing and using this as a way to communicate in getting the information your customers need during this time, how do you know if it is working?

What are the simple things you can track to see what is going on? The key thing is paying attention to the things meaningful for your business a lot of times it is easy to get seduced by what we call vanity metrics like likes and follows in shares and they are leading indicators that really what you want to be asking her people visiting your website and are they join your email list, are they contacting you making purchases, that will give you real insight as to whether or not what you are doing is working. The other question you might have is how long does this stuff take to work. When you think about the organic or nonpaid perspective think more months.

Once you start building the foundation and you have strong relationships with your customers that timeframe shortens. To get online I want to review these tools again. Think about having a mobile friendly website and make sure you have an email marketing tool and that you have a primary social channel that you are using. You have up-to-date business listenings and have an easy way to create content and then use those tools to keep customers aware. You want to make sure that you keep them aware of any changes to your day-to-day operations. Include details that your customers should know like your hours, any precautions you are taking in regards of the virus. Update the website and make sure that information is there for people because as we have seen and discussed that is where people are going to find out information about your business can be sure to email this customers already on your contact list. Let them know what they need to know to continue to do business with you or how they can support you during this time.

Post to your social channels and pin those posts to the top of your feet of possible. If someone finds you there they are also finding the information they need. Of course update your details on your Google my business profile and any other sites or you have a listing. The Google my business profile is the primary one I want you to focus on as they often pop up in the search results and that is a prime piece of real estate people learn more about the business and you want to make sure that information is correct and talks to what is going on with your business at this time if you have a physical location think about finding and hanging signage in your window and around your store as well so they know what they need to know as well. And across all you are doing online the idea is you should be useful to your current and potential customers. Create your website as a resource, uses other channels to drive to the website and catch email addresses to drive new and repeat business.

Lastly let's not forget how all of this starts to come together. We have mentioned the idea that we want to create and increase word-of-mouth for your business because if you're not top of mind people can forget about your business and that can cause you to lose money on top of everything. Keep your business top of mine and encourage that new and repeat business by engaging with your current customers on a regular basis. This is called engagement marketing. Let me show you how this works. So you connect with new business and new prospects and you learn all the different ways someone finds herself to the website or your door. It could be word-of-mouth referrals, searches online people finding you via mobile searches or through apps or through distance sites. It could also be people who are customers of yours in the past. Once they are connected with you, wherever that might be, be sure you are providing this really great experience for them. This would be the wow experience. Something that makes them feel good about the interaction they've had with you.

Was a had great interaction with you that is your opportunity to entice them to stay in touch. When they come to the website they're offering something in exchange for that email address and they have something else to want. It could mean connecting to them on social channels as you mention the welcome series is people get connected with you. And then you engage with those people on a regular basis. That engagement brings people back to your business to do business again and it creates social visibility that gets new people and new prospects into the queue here and it really increases the exposure for your business and brings new prospects do you, a get some to connect with you and the whole process repeats itself. Ultimately as we use all of the tools together that is the cycle we are trying to do. If you focus on the core elements of the connection, experience and engaging with them a business can start create those relationships and interactions that keep existing and customers coming back and create word-of-mouth and social visibility that rings new customers to your door.

Let's take a look at how all these pieces work together and how you can start to take action. The first thing you want to do is create the mobile friendly website as a resource for your potential customers. Then you want to make sure you're capturing the email addresses and that you're using the email marketing tool to capture those from your visitors. You have them and you want to make sure that you are also interacting and engaging with people on social media and by doing that you are exposing people and interacting with people.

You want to remember it a social media for reason, the human, be humble and be kind to people to get them interested in your business. And then make sure you are engaging with reviews to build trust with people. That means good and bad reviews. Oftentimes people are looking to see how you're going to respond for a better view and oftentimes you see when people are being unreasonable but do not worry about that so much with it is important that you are showing that you can rectify the situation for somebody or thanking someone for saying great about your business.

And then use email marketing to provide exclusive, helpful and promotional content and use that as a way to reach somebody in their inbox and provide them with things they will not get in other places. In addition to just promoting the things that you do and the resources you have available to them. One other thing I want to note here that we did not talk about fully I want to bring it up. The online marketing landscape has really changed over the years. Where it used to be enough to be there to reach potential customers, most sites are driven by the algorithms and limit the access you have your audience.

This is another reason email marketing is so important because you control how you communicate with the audience that wants to hear from you. You don't have to worry about tweaks and changes to algorithms to the extent that you do on the inbox. In many cases online you have to pay to reach more people and that is okay. Once you have those foundational elements in place you can add gas to the fire by using pay Tackett or tactics. So for example search engine marketing.

You would show up in the top page of results or a spearmint with Facebook ads and Instagram ads. You can reach the right people to make sales or builder email contact list. I wanted you to mention that to have it on radar as well. Remember when people connect with you provide a greatest chance, entice them and engage with them. Above all, be helpful and experiment with this pay tactics once you have foundational elements in place. Online marketing can really work for you, be sure you are there when people go looking, provide consistent answers to your questions and engage with people to keep your business top of mind. By following the ideas I have given you here today you will be able to see some success in your online efforts now and in the future. Before I give it back to Alexa to get to questions I've a couple of resources I would like to share with you.

I wanted to mention that Constant Contact offers a twice monthly newsletter, and so if you are interested or you have found in any of this information valuable you can use your cell phone and text the word CCHINTS to 22828 and it will give you a prompt to enter your email address and to check your inbox and will kick off what we call the welcome series, which I showed you here today. We will send you information and other resources available to you twice monthly will get updates on the latest webinars and the latest articles we have written for you you can get more resources to navigate online resources by visiting the SCORE website, and if you visit the link on the sign in front of you you can find what is happening in the world today and there is a bunch of action plans and more resources being developed.

And then of course if you do need a hand you can get live, real-time mentoring, SCORE and Constant Contact have been working to connect small business owners with mentors they can visit that and find out more about that using the link on your screen. With that friends, I think you again for spending time with us today. You can do this and we are happy to answer questions, if you need anything let us know and with that Alexa I will turn it over to you for Q&A.

It sounds great and thank you Dave but will move into the Q&A portion of the webinar but we will use the remainder of this time to address just as many questions as possible. We have been receiving a lot of wonderful questions. I want to go ahead and dive right in. Let's jump in. Dave we've had quite a few questions that came in around folks working from home, or who do not have a physical address. This particular questions comes from Pascal asking about how to work around not having a physical address because we work from home and not a PO Box, with regards to your listing.

We get this question quite a lot and on your website of course, if there is not a physical location you could use your PO Box and said. You could put that information out there so people could know how to contact you by mail. Oftentimes when you use a tool like email marketing for example you need to include some kind of address so that is another situation that you could do that. Depending on the platform, you may need a physical access and address and so some listings you cannot use without the physical address you have to look at each of those specifically, they usually have support articles that lets you know what the specifics are for each channel and that will give you more information on how to handle that.

This next question is from Deborah and she is wanting to know if you have any tips on how to include empathy in your communications.

A great question. I think what is important now is you know as I mentioned on one of the slides especially talk about social media, it is important to be human, the kind and be humble. And really it becomes about being a person communicating with another person than it is about a lot of times people use the term blast for emails, advertising creates this image of interrupting people and trying to force a message to someone.

Really during this time in particular, a lot of people are feeling a lot of anxiety. A lot are feeling unsure about what is going on and they may feel even though they want to support the business and they're not sure how to do that.

I think taking stock and understanding that people are feeling these things and when you are messaging and you are creating those things, and you're taking those into account, just be a person. I wanted to let you know what is going on with our business and I wanted to let you know what is happening with I wanted to let you know what is changing so when you come into the store we can make that a better experience for everybody. I will share an example of one of the places, we're talk about she shops early and I like to go to this place out near Concord mass where I live. They are still open but doing business there has changed a lot.

Everybody is wearing masks in the store and they're limiting it to five people in the store at a time and when you come in you have to make sure you're wearing a mask. You have to make sure you use their sanitizer when they come in and they will have gloves for you that you will also want to use. There are all of these things that people need to know. These are the things that people want to understand so they can do the right things and still patronize your business. It is about communicating as a human to let them know this is what is going on. That is one of the ways, we talked about messaging, and it is interesting, it is a time to highlight that as people have a heightened sense of empathy right now. So you can give them information they need to make the best decisions.

The next question is from Doctor Charles he was asking Dave if social media is advantageous to all businesses. Doctor Charles comes from the oil and gas industry. I want to know your thoughts.

Yes Doctor Charles I think a great question. It can be beneficial for every industry. The manifestation that takes really depends on the people that you are trying to reach with social media. There is a big difference between people trying to reach consumers from a retail perspective from a restaurant like that for example to people who may be trying to connect in a specific industry. What you really need to ask yourself is can these tools, what are the most important tools based on the industry, that I can't for lack of a better term build an audience and communicate with these people on a regular basis, think about the business when they are in the need or the market for what it is you are offering to them. That may be the real question but so you think about who is the audience and are there online places they are hanging out. And at the very least you should think about are there things I can create or resources I can create for these people and at least get an email address from these people so I can talk to them regularly like with Facebook. Really think through those things. At the end of the day, in particular industries and people your trying to reach, think about where people are spending their time.

We have had several questions coming in about the next door at about a review site and a place to engage with customers so what are your thoughts? Spew a great question, I have to be honest I do not know a lot about next door. Although I have seen interested things. I have gotten notifications from people adding me as someone on next-door. I don't know what the usage stats are and it is worth investigating as any of the things are particularly if you're like a person who is the first to act on these things and if you're someone who wants to get in where it is relatively new. In conjunction with what I have seen, people are trying to add me as a neighbor and I've also seen advertising about the business on next-door so again it is about asking again are those people using the app people that you want to get to? It is interesting in the sense of if you are at a local community and getting these people that are connected to each other and within a place. We have talked this whole time about how word-of-mouth and relationships is what drives business.

If you can get in front of those people that are most likely to be your customers and you can get the mind share from them it could be a very valuable resource for you but I do not know enough in terms of resources for that specific channel but I would definitely read and experiment and investigate it more.

The next is from Jerome. For a newly opened business should you be putting up promotions so soon? What is appropriate?

Such a great question Jerome. This obviously depends on your business specifically and the nature of it. So there may be something that you do a little differently based on that a lot of the framework of the thinking is in the same ballpark. If you are a new business one of the things that just makes online marketing so powerful to begin with is those businesses that have been doing it for a while, you may heard the term content marketing which has created these resources were people and building audience. That is one of those things that I think you should do right out of the gate. Whether you are even operating and talk about the things you are doing a talk about the affirmation important to those people that you hope will do business with you.

If you can get their attention now and you can provide things that are helpful to them, when your product or service is ready you will have people that already know you and that are already interested in the things you are doing or the thing you might have to offer to them in the future and you have a built-in audience for that already. It is really important to always start thinking about who it is you are trying to reach and how can I start to build an audience of those people in a way that may be more editorial focused but in relation to your business, so that when you have something you will have something that this audience is already interested in.

Next questions from George who is asking what is the biggest mistake that a small business owner should avoid when launching a website.

The biggest mistake when launching a website. I would say the biggest mistake that you can make when launching a website is waiting for everything to be perfect. A lot of times, particularly in new business, you can learn a lot by getting the basic information in answering this questions I mentioned to you today on each of the sections and getting that information published and putting it out into the world. Then you can send an email and promote it to your existing customers or if you've built an email list send it to them, have your friends and family play with it and look at it and provide feedback for you pick the most important feedback is from the actual audience you are trying to do business with. But if you are waiting for things to be perfect and you do not feel comfortable but I will tell you having had my own business and having done it for other businesses you will never feel comfortable with it and you always want to tweak something and do something but your spending time doing that and you are not getting real world feedback and that's of the biggest mistakes you can make is waiting too long or waiting for something to be perfect. Just get it out into the world.

Have a certain level of quality that you want to have but do not be afraid to publish even if you do not feel you are ready.

The next question is from Catherine who wants to know if you can speak to the most efficient way to increase your subscribers when you have some content and you have a website presence and a presence on Facebook but have fallen flat on getting subscribers.

Yeah. One of the big things you want to think about there, we talked about empathy a while back. Really pay attention to who it is you are trying to reach which is the number one thing. And you want to focus on what it is they are looking for an the challenges they are having and that you are creating content that addresses those challenges and helps provide real value to them rather than being promotional in nature. That is when you will start to get mind share. And if you are paying attention who shows up when you're putting those things out, so someone is commenting or someone is sharing or mentioning it, pay attention who those people are and what is going on. That will help you figure out where you need to go next. Or what questions they may also be asking. One of the big things when you're trying to build your list in general, whether it's on Facebook or a social site or just your email list, really think about what the value someone will get from following you are giving an email address. Think about how you can use the platform to do something that they find value in it you have more people joining. You will also see on people's website sign up for the newsletter. The question I will throw back, how many people woke up this morning is that I cannot wait to get more email to David that is typically not what people are looking for. They are looking for tools and resources that help them with the challenges they are having you really want to focus on what is that thing, what is the thing they will get forgiving of that email address. You will see more people giving you that email address. If you focus on just the newsletter are giving the email address, that is what people are looking for so take it from that perspective of the person you're trying to reach and what it is you want to do for them.

We have had several participants today asking to know a little bit more about SCO, how you get your website or your search listing on that first page of Google. And is this another way to draw people to your site?

Definitely is and there are a couple of components. There are organic listings which is basically nonpaid listings you have to do work over time. It is not something that for example you write a blog post on something that your customers may be looking for and it shows up there tomorrow. Google sends out its robots and basically what it does is it talks about content, kind of the phrases, one of the ways is where constant contact has a tool that will give you an audit of the website. Will help you think through keywords, it will put things in key locations you have to have it in order for the robots to best to find that information. You want to do things like that. The technical aspects of it they can get deeper into it. Ultimately what it is is answering questions that people have and providing the best answer for them. That is what Google is trying to do. Somebody searching for something and Google is trying to serve up the best answer.

From a paid perspective that is where you can game the system a little, you are paying to have your thing be at the top of the listings based on what they are looking for and Google will look at what the options are in terms of the paid thing and put them up top. That is the same situation we are thinking about what the keyword phrases are in the search terms that people are looking for that will best help business. And on the paid aspects you really want to think about more of the transactional things like what are the things where people are looking to make a purchase of something versus a product or service that takes a little bit longer in terms of the sales cycle.

It may not be informational info they are looking for but more I want to buy this thing and you might get into more of the transactional nature of it. And so those are typically done on a cost per click basis so you are paying when someone clicks on it. The range is a really different based on the industry you are in and the words other people are also competing for. But before you do any of those things, what you want to do is have some foundational elements in place that we talked about today because all of those help give you some indication of what you need to do and what to have in place before those things start working well for you. If you are a business that has been around a while one of the things you can test is but a small budget aside to test into the stuff, but think about the products and services that you sell regularly or very well and see what happens if you put money behind it to get in front of more people.

The reason that I say focus on something that sells already is sometimes people say I'm going to try to sell that. Sometimes it's the fact that it could be the product that isn't working for you. There are some tips for you to think about.

We have time for one last question. We have received many questions today regarding negative reviews and how best to handle those. This question came from Timothy asking how you would recommend responding to to a negative review if the ethics rules that are governing your industry prohibit you from responding or discussing specifics.

Interesting. I am not sure what the industry is you are speaking of but one of the things you may want to try to do is oftentimes if you do get a negative review, and rather than having an open discussion about it, you that are governing your industry prohibit you from responding or discussing specifics.

Interesting. I am not sure what the industry is you are speaking of but one of the things you may want to try to do is oftentimes if you do get a negative review, and rather than having an open discussion about it, you can say thank you for your feedback and we would love to discuss this with you more. Then provide a way to contact you so you bring it to another location not in public, so bring it to a place where they can talk to somebody one-on-one or send an email or whatever it may be. So what that will do is it shows someone looking as a spectator not involved in the incident, somebody viewing that and seeing US the business owner being responsive to somebody providing feedback and trying to rectify it. Now if that person goes on and on and still want connect with you in the ways that might be better to handle that situation, I am being honest here, a lot of times you can tell when people are being unreasonable and as long as you have done a reasonable thing people will be on your side more often than not.

All right. Those are all of the questions we have time to address during this live webinar today. If we did not have a chance to get to your question during this slide session I would like to recommend getting real-time mentoring assistance and Dave mentioned this just a little earlier on in his presentation, you can get real-time assistance and resources in a brand-new virtual environment, SCORE and Constant Contact launched a few weeks ago and it is a free virtual online meeting place where business owners can go to get questions answered and advised by professional certified SCORE mentors ready and available Tuesdays and Thursdays from two mentors ready and available Tuesdays and Thursdays from 2 to 5 PM and there is an extensive portfolio of resiliency resources available through partners, peer networking and more that can be accessed anytime. You can register and assess the environment by clicking on the real-time mentoring icon located the bottom right-hand side of the screen and it will take you straight to the registration page or into the environment or you can visit the real-time mentoring tab at the top of the screen to access the registration link

You can also go at any time at your convenience to www.score.org/find-mentor. As a reminder a top of the screen to access the registration link

You can also go at any time at your convenience to www.score.org/find-mentor. As a reminder a link to the recording of this session and this slide deck will be sent to all participants in the postevent email going out shortly after the webinar ends. On behalf of SCORE I would like to thank you all for attending and give a very special thanks to Constant Contact for sponsoring the webinar and also to Dave Charest for presenting to us again . Take you so much, we are truly grateful for your time and the excellent presentation today.

Thank you Alexa and thank you everybody, hope it was helpful.

Thank you again everyone and hope that you have a good rest of your day. Take good care.

[ Event concluded ]