

# 6 Ps: PREPARING YOUR BUSINESS FOR A POTENTIAL PANDEMIC RESURGENCE

The COVID-19 outbreak ramped up fast, and businesses had almost no time to prepare for what would become an unprecedented social and economic shutdown. We quickly learned that even small businesses need to have a crisis plan in place, especially since experts are forecasting that we have not seen the last of pandemic-related closures.

As they say, *Proper Planning Prevents Poor Performance*. To help with your planning, we put together this list of our 6 Ps—best practices to help your business prepare in the event of another round of pandemic-related closures.



## Put Plan to Paper

Reflect on what you learned last time. What changes did you make to your products and services, communications, workflow, budgets, staffing, advertising and marketing? Take stock of what worked and what didn't to put together a plan with clear steps that you can enact if needed. The fewer decisions you need to make on the fly, the better.



## Promote Your Business

Many businesses pressed pause on promotions during the previous round of shutdowns, missing a valuable opportunity to reach people who were consuming more media—TV, radio, digital and social—than ever before. In case of another shutdown, prepare your advertising and press releases now, even if they are just messages of encouragement to keep your business top of mind.



## Update Personnel Policies

Take time now to update any personnel policies that address mandated shutdowns, such as paid and unpaid furloughs, remote work, use of sick and vacation time, etc. Before the outbreak, many businesses found their policies didn't cover the exceptional circumstances we experienced; updates will reduce uncertainty and confusion.



## Protect Your Patrons

We saw how fast some personal protective and cleaning supplies ran out during the pandemic's peak. Now that inventory has started to rebound, you can restock your supplies of everything from masks and gloves to disinfectants and cleaners, hand soap, hand sanitizer and other supplies that make sense to keep your business open safely.



## Prep Pandemic Communications

Develop a communications plan with all the pieces you need in case of another full or partial shutdown. This includes internal communications to your team and information for customers—letters and emails, social media posts, website updates, advertising. Have a plan with draft messaging and templates ready to go if needed.



## Pay Attention

The news about recommendations, guidelines and restrictions vary by state—and sometimes even town—and change frequently. Stay as up to date as possible by routinely checking reputable sites, like the Centers for Disease Control and local and state government websites. This will allow you to stay compliant and give you time to prepare.

**We can help with your planning, preparation and production. Please don't hesitate to reach out.**



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