

Get Ready for That Starting Gun!



After everything 2020 threw at us, with vaccinations now happening, it finally feels like there is a light at the end of the Covid-19 tunnel.

And the great news for us as business owners is that it's fast approaching!

Vaccines are being administered to our most vulnerable by the hundreds of thousands every day! This means, and the government have mentioned this, that with the most vulnerable vaccinated by March/April there will be a lot fewer reasons for lockdowns and restrictions to be in place.

So are you and your business ready?

Have you done the right things to get your business in the best and most prominent place to be able to serve your customers when they are free to come and spend money with you in a more normal way again?

Are you using the time in lockdown to really make sure your business is being seen and noticed by as many of your potential customers as possible?

Because when that gun goes off in, (hopefully in the Spring/Early Summer), allowing businesses to open up again, you've got to be on the "Start Line".

It's no-good rushing around getting your Facebook posts written, or designing flyers or creating offers when the gun goes off, as your competitors will already be there ready to go.

It's like being in the changing room still tying your laces and putting your kit on whilst everyone else is on the starting line when the starting gun fires...

You haven't got a prayer of winning the race.

You have to be on the line, warmed up, all set, prepared and ready to go.

What could you improve to be ready for the starting gun?

Your website?

Your Facebook page?

Your Google My Business listing?

Could you do some Facebook Live videos and engage with your followers?

Maybe write an article to advise people about the things you can help them with?

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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TOP TIP 
TUESDAY!

There'll be something, and if you're not sure where to start then an external pair of eyes can help see it from a customer's point of view and we can help with that.

So if you want to make sure your business is all set and ready to go and to be ahead of your competitors AND to make 2021 your best year yet, then give us a shout.

We'll give you the direction you need to be ready to go on that start line and give you the best possible chance to win the race.



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