



## CREATE A BUSINESS WEBSITE

A business website grows your customer base and allows you to offer online ordering and sales of goods.

Consider using an e-commerce platform such as *Shopify*, *Squarespace*, *ChowNow* (for restaurants), or other platforms to easily integrate online ordering and sales.



## UTILIZE SOCIAL MEDIA

Platforms like Facebook and Instagram can really help you market your business. In addition, Instagram has a sales integration that can help you create “shopable” posts that link to their products on your website.



## DELIVERY OF FOOD OR GOODS

Whether you decide to do in-house delivery or use a third-party delivery system, offering this type of service can help your customers get a hold of your goods conveniently.



## KEEP YOUR CUSTOMERS INFORMED

Connect with your customers via e-newsletters. Platforms such as Constant Contact or Mailchimp are affordable tools to help you market your business, promote any specials, and keep customers in the loop on your latest efforts.

Update your Yelp page, Facebook, and Google Profile to reflect your current business hours, changes to services, or the types of products and services you offer.

## CONTACTLESS PAYMENT

Contactless payment is a great tool to limit touch on a payment terminal, or the handling of cash. This method is also convenient in making swift and seamless transactions.



## CURBSIDE PICK-UP FOR FOOD AND GOODS

Curbside pickup offers your customers a safe, timely, and convenient way of supporting your business. If your business is interested in outdoor dining or retail, please contact the Community Development Department to determine if your business is eligible.



## GIFT CARDS OR CERTIFICATES

Gift cards and certificates are popular presents. By purchasing gift cards and certificates, your loyal customers can introduce new customers to your business. Also consider creating a customer loyalty program where you can incentivize customers to keep coming back by offering rewards.



## CUSTOMER SAFETY

Customers will appreciate the steps your business takes that help create a safe environment. Providing sanitation stations throughout your business will help keep customers safe and comfortable.

Tip: Use your social media channels to let customers know what your business is doing differently to help keep them safe.



## NEED HELP OR IDEAS ON ANY OF THESE SUGGESTIONS? CONTACT OUR TEAM!

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