



NAVIGATING YOUR BUSINESS THROUGH COVID-19

Not to worry because Q is here for you #QHereForYou

Plenty of advice is circulating about how to prepare your workspace and reduce the spread of the virus, but what about actually guiding your business through these extraordinary times? We've come up with some marketing tips to help businesses navigate through COVID-19. Please read through the following suggestions and ideas to keep inspired and to continue customer engagement during this time.

ONE 1

How to update Google with your store hours (On iPad/iPhone, Android and Computer)

Edit your business information iPhone & iPad

Edit your business information with the Google My Business app

1. On your iPhone or iPad, open the [Google My Business app](#).
2. Tap [Profile](#) - Edit.
3. After each change you make, tap [Save](#).

Edit your Business Profile through Google Maps

1. On your iPhone or iPad, open the [Google My Business app](#).
2. To open your Business Profile, enter your business name in the search bar.
3. Scroll, and tap [Make an edit](#).
4. When you're done, in the top-left, tap [Submit](#).

You can see your edits on your Business Profile immediately.

Edit your business information ANDROID

Edit your business information with the Google My Business app

1. On your Android phone or tablet, open the [Google My Business app](#). If you have multiple locations, open the location you'd like to manage.
2. Tap [Info](#), then the info you want to change, or, to find other info, tap [View all](#).
3. After each change you make, tap [Apply](#).

Edit your business Profile through Google Maps

If you're an owner or manager of a business who has one or more verified listings, you can edit your info directly from your Business Profile on the Google Maps app

1. On your Android phone or tablet, open the [Google Maps app](#).
2. To open your Business Profile:
In the top right, tap [Account Circle](#) - [Your Business Profile](#)
Or enter your business name in the search bar
3. In the toolbar, tap [Edit info](#).
4. When you're done, in the top-right, tap [Submit](#).

You can see your edits on your Business Profile immediately.

Edit your business information COMPUTER

Edit your business information with the Google My Business app

1. On your computer, sign in to [Google My Business app](#). If you have multiple locations, open the location you'd like to manage.
2. In the menu on the left, click [Info](#).
3. Make your edits. After each attribute you edit, click [Apply](#).

After you submit your edits, the status next to the information you edited is "Under review".

Keep in mind:

- Removing information from our active services could take up to 60 days. It may also stay in our backup systems longer.
- You can't remove information that's also publicly available or from other sources.
- You can't edit editorial summaries or keywords from the web that appear next to your business.



TWO 2

Have a page or a message prominently on your website

Perhaps a message from a manager or CEO directed to clients/customer in regards to the ever changing COVID-19 virus and what you're directly doing to prevent the spread, ie: staff working from home, increase in cleaning services, reduced hours/customers etc.



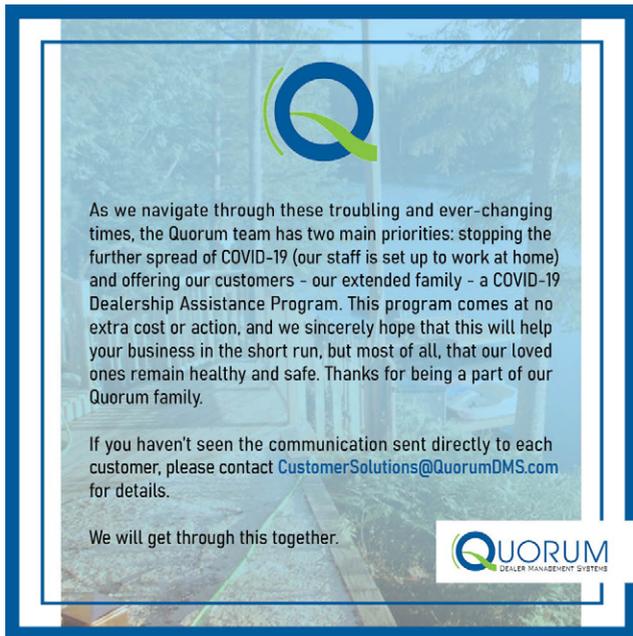
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THREE 3

Posting on Social Media

Not only is it important to maintain your company social media account, now might be the time for sales representatives to create, or really engage more on their work social media accounts, if applicable.



Note: Follow your post up with a message committing to update social media as more information is released, or as changes come up. Adding a contact email address may help ease some minds if they know of a more personal way to get in touch.

FOUR 4

How to assist your customers with all vehicle questions, ie an expired lease

Many dealers have offered helpful points on what to do in the case that your lease is up during COVID-19 and your dealership is closed. Below is an example of a helpful statement that could be posted on social media, an ongoing blog on your website, or on a separate COVID page online, if you have one currently, if not, refer to point 2 and 3.

In newly posted information, dealers have granted one-month lease extensions for those unable to return their vehicles, through such extensions do not add to current vehicle mileage allowances or alter residual values. For those who need an extension, there's "no need to contact us, if we don't hear from you for 10 days after your original termination date, we will automatically extend your lease for one month." one of the dealers lending arm comments.

Notifications will go by mail to the address on file, and it will work with individuals who need longer than a month. The automaker separately touts programs that allow buying a car online with at-home delivery, depending on dealer availability. For those who elect to turn in their leases, there's no need to take care of the pre-inspection; dealers can do that, too.



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FIVE 5

Offer no-contact car shopping

Now would be an excellent time to get an online inventory up to date. Grab your camera and head into the dealership (if at all possible), or maintain the photos as best as you can from home. Most dealers are able to grab stock photos for new vehicles. No one expects all professional photos at this time, and while we are all home, endlessly going through social media, now may be the time for a vehicle purchase! Offer online credit applications as well as make it known that your staff is readily available through email/phone call or text.

CAR SHOPPING AT HOME



Talk with us



Online inventory



Online credit application

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