The Print Business Survival Guide for COVID-19

Overcoming the Lack of Demand

Solution 1: Adapt to your community's needs.

Your community likely has a different set of needs right now from what you're used to. Your business can adapt to help meet these new needs. How? By introducing new products or services. SinaLite is offering new COVID-19 related products to help our print partners adapt and meet their communities' needs.

Solution 2: Retarget your audience.

Maybe your existing clients just don't need any printing right now. Maybe they're struggling just like your own business. It might be time to target a new audience that does need printing right now. A good place to start is focusing on essential services. Try target marketing to:

- Grocery stores
- Health care clinics
- Pharmacies and drug stores
- Fast food and takeout restaurants
- Delivery services

Solution 3: Provide incentives.

Many businesses and households have taken a hit financially. If possible, introduce special offers that give them a discount or a special deal. And don't forget to keep your own eyes open for deals! SinaLite, for example, is still offering monthly discounts.