The Print Business Survival Guide for COVID-19

Improving Client Engagement

Solution 1: Stay connected.

Even if you're not getting responses, make sure you stay in touch with your clients. This helps maintain open channels of communication so that they know they can count on your print shop if they need something. When your clients do say something, be sure to listen closely. You'll learn how to help them better, which in turn helps your business.

Solution 2: Change your tone of voice.

Your tone of voice refers to both your physical voice and your voice in written communication. Empathetically address your clients' current situation and needs. Don't try to just push sales. Acknowledge that it's a difficult time for them, and that you care about them. Now is the time to build good client relationships.

Solution 3: Contribute to your community.

This is another way to show that you care, but it also helps improve your business's public relations. Find a way to support your community. Here are some ideas to get you thinking:

- Holding a mask donation drive for hospitals
- Providing free health and hygiene posters
- Giving part of your proceeds to a community cause
- Putting up a window graphic that is encouraging or makes people smile