



FIVE DIGITAL RESOURCES

# To Keep Your Business Operating Remotely

Customers can't get in store to see your products?  
Suddenly managing a team working remotely?

These are five digital tools we use in our business every week.

[salenaknight.com](https://salenaknight.com)



# RESOURCE **one**



## **KLAVIYO**

Communication is King. We love Klaviyo because it offers superior segmenting and integrates beautifully with eCommerce, but really any email newsletter program will do.

Use emails to keep in contact with you customers. If a customer feels like they're being kept in your personal loop, they're more likely to stay loyal to you and go out of their way to continue shopping with you - or find their way back to you after the crisis has passed.

Tell your customers what you're doing and how this will affect them. Don't forget to tell your customers what you need from them .

Is your store open? Are you offering alternative shipping methods (drive by collection or home delivery)? Are you closed? How are you addressing the concerns of your customers?

Most importantly; do you have items your customers want or need at this time? Tell them about it!

The more you can segment your list the more personal you can make your emails. This works really effectively if you're trying to strike a balance between informing / educating and selling

[www.klavyio.com](http://www.klavyio.com)

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## RESOURCE **two**



One thing you'll notice when you work remotely is suddenly things that could be said face to face in three sentences, now take seven emails!

Loom allows you to capture your screen, face and voice so you can quickly and efficiently record videos.

This is an excellent resource if you need to show your staff how to do a particular task, they're not familiar with.

We've had several retailers step into operating their brick and mortar stores and ask their isolated / remote staff to take on roles such as uploading sock photographs or updating their website. This enables you to share this information quickly and easily.

[www.loom.com](http://www.loom.com)

# NOTES



# RESOURCE three

## zoom

We use zoom to meet with our clients and as a tool to facilitate team meetings where we want to be able to screen share, video and record.

Over the past week we've seen several clients use Zoom to meet with their customers to share or show products, when they've had to close their stores.

One retailer we work with has had a quarantined staff member handling all their customer service calls on Zoom

This solution means the staff member continues to be paid AND customers are receiving fantastic personalised service when they themselves have been unable to get to the store. Which in turn has helped limit the number of lost sales.

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[www.zoom.us](http://www.zoom.us)



## RESOURCE **four**



We use Asana to manage our team workload, add notes and delegate tasks but Slack is also a great resource.

You may already use a workload management program to manage your stores or remote team, but if you don't, now more than ever you need to be able to delegate and manage your staff efficiently and effectively. As the leader of your enterprise, it's fundamental to your success you're able to track all the different areas of your business at a glance.

Asana and Slack give your staff the tools to work autonomously on tasks whilst maintaining open and transparent lines of communication (no more lost emails or being copied into dozens of email threads that you can never follow).

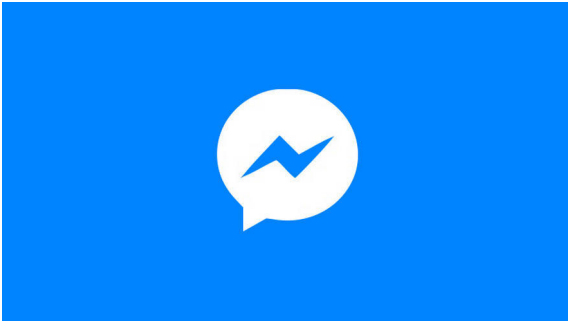
[www.slack.com](http://www.slack.com)

[www.asana.com](http://www.asana.com)

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## RESOURCE *five*



Conveniently Messenger has just launched the Facebook Appointment Scheduling tool.

And yes, it's as simple as turning on the Facebook "Book Now" button on your Business Facebook Page and letting the tech manage your appointment book.

I'm seeing dozens of retailers jumping on this new technology and using their Facebook page as a gateway to booking everything from a phone call to a home visit to a complete wardrobe overhaul on Skype (or Zoom!).

Teamed with savvy social media posts the "book now" button can be used to encourage your, otherwise in store shoppers to book a virtual appointment with you instead.

[www.facebook.com](http://www.facebook.com)

# NOTES

# hey there

I'm Salena Knight!



Are you **tired** of the well meaning (but incorrect) advice that creating the retail or e-commerce store of your dreams is only possible if you hustle just a little bit harder...?

Well, this is a **Hustle Free Zone**. Instead, I'm all about helping you work **SMARTER**, hustle **LESS** and enjoy **MORE**; more time with your kids, more holidays in Fiji, more sleep. Whatever the dream was for your business, I'm here to help make it a reality.

If you liked this resource, check out my workbooks and mini-courses over at **The Retail Academy**.

You'll have access to;

- ▶ proven retail strategies
- ▶ step-by-step implementation guides
- ▶ professional knowledge & resources
- ▶ accountability & focus sessions
- ▶ confidence building support
- ▶ my team of marketing & tech professionals



[Take Me To The Retail Academy](#)