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Keep Your Small Business Going Strong Amid COVID-19 With These Helpful Resources

COVID-19 shut down hundreds of thousands of small businesses all over the U.S., and many of these companies are still recovering financially — while others have permanently closed. To keep companies alive as they enter the next phase of the pandemic, it's important to explore ways to help businesses grow during the pandemic. With these resources at their disposal, small business owners will learn how to boost their enterprises, pivot their business models, and improve their marketing strategy amidst COVID-19.

Boost Your Small Business

Whether you're hoping to improve your financial situation or safeguard your business against fraudulent activity, these resources can help.

- Hire an experienced [accounting professional](#) if you need help with services such as bookkeeping, litigation support, or business consulting.

- Create a [limited liability company](#) (LLC) or corporation if you're currently operating your business as a partnership or sole proprietorship.
- Look for [COVID-19 relief](#) offered at the state and federal levels.
- Protect your business from [fraud attacks](#) such as email phishing, financial scams, and malware or ransomware.

Pivot Your Business Model

These three resources will help you to pivot your business model as you navigate the remainder of the pandemic.

- Create an [eCommerce website](#) so you can sell products and services online, even if your brick-and-mortar remains closed to the public.
- Accept [touchless payments](#) via contactless payment cards or Android, Samsung, or Apple Pay.
- Develop a [long-term policy](#) for working from home and managing your remote employees.

Improve Your Marketing Strategy

Having a strong marketing strategy is key to keeping your small business alive throughout COVID-19 and beyond.

- Update your small business [marketing budget](#).
- Use [social media](#) to define and expand your audience, build relationships with customers, and sell your products and services online.
- Launch an [email newsletter](#) that keeps customers updated, drives traffic to your business website, and generates new leads.
- [Optimize](#) your small business website for search engine optimization (SEO).

As non-essential businesses slowly begin to reopen after more than a year of closing their doors amidst COVID-19, these resources can help them to thrive, grow, and adjust to the next new normal. Staying afloat may seem downright impossible at times, but these tips will help small business owners to come out even stronger on the other side of the pandemic.