

Grow with Google

Manage Your Business Remotely in Times of Uncertainty

Thank you for attending Grow with Google's livestream. We hope these resources and tips help you manage your business from wherever you are.

Top Takeaways

Update critical business info online:



Google My Business
google.com/business



Google Ads google.com/ads

And, your own website

Use the Google My Business Marketing Kit:



Access designed templates to inform customers about your business changes.
g.co/marketingkit

Stay connected via virtual face-to-face:



Google Meet lets you connect with specific people and groups.
meet.google.com



YouTube Live lets you livestream to a wide audience via your channel. Visit YouTube.com/livestreaming

Helpful Hints

Using Google My Business?

- Edit your business description
- Update hours of operation
- Publish posts to announce changes

Using Google Ads?

- Review your ad campaigns
- Modify or pause your ads as appropriate

Using Google Meet?

- Explore the controls and features
- Share your screen, record your meetings, try screen layouts
- Schedule client meetings and team check-ins.

Using YouTube Live?

- Set up or revisit your business YouTube channel
- Enable livestreaming in your channel
- Plan your first live event

More resources to stay connected and productive:

grow.google/remotework | Smallbusiness.withgoogle.com
creatoracademy.youtube.com | google.com/grow

Tips from our National Partner Organizations



America's SBDC

Check out our [COVID-19 resource pages](#) for free webinars and materials created by small business experts. Contact your local SBDC using our search by zip code or state tool www.AmericasSBDC.org/find-your-SBDC, and view our [Business Resiliency Guide](#) to help you keep the lights on.



Main Street America

Work with your local [Main Street program](#), [chamber or neighborhood organization](#) to help make sure that customers and community members can see a unified message and create or participate in a [#SupportLocalSafely campaign](#) to help the public understand how to access your business during this time.



International Downtown Association (IDA)

Connect with your local place management organization such as a business improvement district or downtown alliance. These organizations can help your small business access local, state and federal resources and promote your services/goods to a wide audience.



SCORE

Mix up communication methods with your staff. Supplement email or instant message conversations with video chats and phone check-ins. Set a recurring time and method to host remote team meetings and perhaps virtual “happy hours.”



Association of Chamber of Commerce Executives (ACCE)

Resources and information are located in our [Coronavirus Resource Guide](#) and our [Blog: Coronavirus Updates](#). There you'll find information on subjects like: the CARES Act and SBA Paycheck Protection Program and links to blog posts by regional chambers on response plans, and making sure your business is COVID-19 ready.



Western Association of Chamber Executives (WACE)

W.A.C.E. is constantly collecting resources and samples from other chambers to share best practices in their [COVID-19 Chamber Resources](#). Here you can find resources such as podcasts that explain how to prepare for remote work and information about business loans.