



## How to Plan for Your Business's Post-Pandemic Future

Businesses in every industry have felt the ramifications of the COVID-19 pandemic. Even as states open up and vaccinations are underway, we still have a ways to go before this is all behind us. Right now, business owners and members of [ATD SF East Bay](#) need to figure out how to begin adapting their businesses to the post-COVID world. Here's a look at a few ideas to get you started:

### **Plan for a New Market**

*We will soon enter the new normal — it's time to start preparing for it:*

- Research [what to expect](#) in the post-COVID era.
- Many workers will continue to desire [remote options](#) and the ability to work in the environment that's best for them.
- Customers are likely to continue [using remote](#) and delivery services.

### **Revamp Marketing Methods**

*The world has changed, and your marketing approach must change, too.*

- The pandemic has substantially increased the [time spent](#) online — adapt to meet customers where they are.
- Consider expanding your content marketing efforts to include video or podcast content — be sure to hire [podcast editing services](#) so you nail it.
- Invest in [social media](#) efforts to build, engage with, and retain an audience.

### **Create a Financial Recovery Plan**

*If your profits have gone down since the start of the pandemic, it's time to plan your recovery:*

- Take time to honestly [evaluate your financial state](#).
- Look into loan and grant programs designed to [help businesses](#) make up for pandemic-related losses.
- Consider meeting with a [financial advisor](#) who can help you come up with a solid plan to get things back on track.

We're on the path back to normalcy, but it will still be some time until we arrive. We hope this article inspires you to take advantage of this in-between period and set your business up for long-term success.

*Looking for a way to connect with other professionals? Consider an [ATD SF East Bay membership!](#)*

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Author:

Elena Stewart

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