

# How to Stay Engaged with Your Employees and Clients During the Coronavirus Pandemic



# Employee Engagement



Reassure pay/  
communicate any  
changes ASAP



Share working from  
home expectations  
but offer flexibility



Utilize cloud-based  
collaboration tools (e.g.  
Trello or Basecamp)



Be transparent with  
employees on the  
state of your business



Communicate  
updates but let  
employees work



Send a care package  
to show your  
appreciation!



Offer tech support  
or upgrades when  
needed



Help your employees  
through this unsettling  
time however you can



Encourage employees  
to take care of their  
mental & physical health

Continue communicating with clients during this stressful time. Convey empathy while offering valuable resources or tips. Support clients and prospects with appropriate product or service offerings.





Communicate  
changes or updates  
that *affect clients*

# Client Engagement & Marketing Tips



Make sure your  
tone is empathetic  
and appropriate



Respect that clients may  
be working from home  
with different availability  
and preferences



Offer *relevant*,  
valuable resources,  
tools and tips (based  
on what you do)



Market your products or  
services that are  
*relevant at this time*  
(in good taste)

# Need help?

Contact us for help with your employee and client engagement needs.

Clearly Conveyed Communications is a small business marketing agency helping you communicate—and connect—with your target audience. Visit [jaimeshine.com/](http://jaimeshine.com/) to learn more about how we can work together or contact us at the information below.



330.475.6412



[jaimeshine@gmail.com](mailto:jaimeshine@gmail.com)

