



Free Pandemic Resources and Tips for Struggling Businesses

By Elena Stewart from [Elenastewart.com](https://elenastewart.com)

If there's one thing that we can all learn from the COVID-19 pandemic, it's that the meaning of business as usual can change in an instant. We're all still struggling to adapt to these new normals and we're all still hoping to get back to some semblance of pre-pandemic life. If you own a small business, you may be feeling some extra pressure and stress.

[Lamorinda Technology](#) is a small business too, so they understand your frustration. We proudly present this list of helpful pandemic resources to support your own business.

Free and Low-Cost Online Tools

With so many small business owners feeling the effects of the pandemic, many companies have made some pretty amazing online tools available for little to no cost.

- For example, if you need to know [how to register an LLC in California](#), ZenDesk offers a free comprehensive guide as well as low-cost online formation services.

- Setting up an LLC can come with some serious tax benefits. Speaking of taxes, you can also find [affordable and top-rated](#) tools to help with tax preparation during the pandemic.
- Tech giants like Google are also trying to [help small businesses](#) by offering free tools.
- You can also [find helpful tools](#) from smaller tech companies, like Lamorinda Technology.

Pandemic Marketing Strategies

Like most things during the pandemic, marketing has taken on a new meaning. You need to be savvy to effectively market your business but you also need to proceed with some caution.

- [Creativity](#) is going to be your best friend! If you can't open your doors just yet, think about marketing your business with live streams, videos, and posts on social media.
- Be sure to let your audience know about any new services, like delivery or pickup. If you're not sure how to add these perks, there are plenty of [guides available](#) online.
- [Leading with empathy](#) is a smart marketing strategy, during the pandemic and beyond.
- You should also know that there are several [free and low-cost](#) marketing tools online.

Online and In-Person Sales Tips

Keeping sales steady is so important if you want your business to survive. Whether you plan on staying closed or opening your doors, there are a few key sales guidelines to keep in mind.

- [E-commerce shopping](#) is more popular than ever before, so this could be a lucrative way to bring in profits for your small business if you need to keep your doors closed.
- Creating a powerful digital footprint, being responsive to customers, and positioning your shop strategically are all [proven steps](#) for success with online sales in the pandemic.
- If you are planning on reopening your stores, you need to look into the latest [public health guidelines](#). The last thing you want is for an employee or customer to get sick.
- Using a [free checklist](#) can help keep your reopening organized, safe and stress-free.
-

Financial and Self-Care Help for Businesses

Taking care of business is essential but you also need to take care of yourself during these unprecedented times. Financial support and self-care can help you do so.

- There are several options for [getting financial help](#) to prop up your business during the pandemic. This includes federal programs, payment deferrals, and crowdfunding.
- Learning how to manage your [budget and money](#) better can also help you keep your business afloat now and in the future. You may even want to speak with an advisor.
- At the same time, you should be leaving time in your schedule for [effective self-care](#).
- You can also seek support from one of the many online [mental health resources](#).

Dealing with a constant flood of change and stress for such a prolonged period of time is bound to have effects on your mental health. Especially if you are also trying to manage a small

business. Please, use the resources and tools in this guide to make adapting to new normals less stressful and challenging. Finally, be sure to take time for your health and well-being.

[Lamorinda Computer & Technical Support](#) is your trusted and reliable IT support and computer repair, whether you need services for your business or your personal tech.

Photo Credit: [Pexels](#)