

Business in the Time of Pandemic: How Will Businesses Change as Consumer Habits Change Due to COVID-19

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DENVER, CO -- According to Nielsen's latest consumer research, in light of the Coronavirus outbreak, consumers have been forced to change their shopping behavior due to social distancing practices and business closures. These changes in behaviors may shape future buying patterns and habits to more online business. Traditional brick and mortar stores have already faced challenges with online competitors and retailers like Amazon. However, with the changes in social interaction, traditional stores may need to find new ways to capture business and provide their services and goods.

Companies who rely on foot traffic in their store or even big-box retailers like Target, Lowe's, and grocery stores face the challenge of finding an audience and potential customers. Kenny Marks and Greg Hoffman of Get Found Fast have been working with local Denver businesses for over 15 years to make the transition to digital marketing. When asked about how the COVID-19 will impact businesses during the Pandemic and after, Kenny Marks stated, "we have already seen and lived through a massive shift in the way we make purchasing decisions. We have seen that impact in auto, retail, and almost every sector. This Pandemic is bringing about another major shift, and it is going to be monumental. Businesses need to be prepared or be

prepared to die."

Greg Hoffman, the other half of Get Found Fast, noted that "[t]his is the time to reevaluate your business model. Make sure your business is catering to what may be a permanent shift in the way we all shop, from making purchase decisions to buying goods and services." Finding ways to generate business and handle it remotely may be the new norm.

These recent changes have already impacted business, and many may be forced to close. But businesses who can adapt to the change are now thriving in this current environment. Many companies have found their social media to be a great resource in communicating business changes and even generating revenue despite the closure of their storefront. Trades that require at-home visits, like roofing contractors, have found virtual consultations to be a cost-effective and safe means to meet with new customers. Restaurants have found delivery services like DoorDash and Postmates, to be a critical extension of their business.

Those who would like more information on this topic, please contact Get Found Fast at (303) 952-4900 or email at marketing@getfoundfast.com.

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Get Found Fast

Get Found Fast a Denver SEO company. We provide complete Internet marketing services for local to national businesses.

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