

The Kitchen and Bath Remodeling Industry Resource Guide Amid COVID-19

Resources and Marketing Strategies for the
Kitchen and Bath Remodeling Industry



Contents/Federal Assistance

The Kitchen and Bath Remodeling Industry has been hit hard with a reduction in traffic coming through their doors. Many businesses are being forced to work from home while the Coronavirus (COVID-19) pandemic is resolved ([Click here to visit COVID-19 website](#)). This has put a strain on many business owners in the kitchen and bath remodeling space. The restrictions and regulations are changing daily, and this uncertainty has many in the kitchen and bath remodeling space worried.

We put together a guide to help people in the kitchen and bath space find important resources for their businesses, and to offer marketing strategies to better connect with their customers online. We hope you find this guide valuable and please feel free to reach out with any questions you may have.

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Federal Assistance

The U.S. Chamber of Commerce did a review of the stimulus plan and how it affects small business. [Click here to see that review](#).

The Small Business Association (SBA) has put together a section on their website with small business guidance and loan resources dealing with the COVID-19 pandemic. You can visit this site by [clicking here](#). The SBA COVID-19 site has five sections which we will discuss each section.

[Economic Injury Disaster Loan Program](#): Small businesses in certain areas are able to apply for low-interest loans for those directly affected by COVID-19. The program offers working capital loans up to \$2 million dollars. For more information click on the name above for application details.

[Guidance for Businesses and Employers](#): This site offers up-to-date information on COVID-19 for business owners and employers with guidelines for all small businesses. For more information click on the name above for details.

[SBA Products and Resources](#): This area of the site offers resources available to small businesses through the federal government. There are also links to additional funding options outside the COVID-19 specific funding sources. For more information on these resources click on the name above for details.

[Government Contracting](#): This area focuses on educating business owners on how to work with the government and the different programs available to them. In addition, this section discusses other programs available to disadvantaged groups in order to level the playing field (HUBZone, Women-Owned, Minority-Owned, etc.). For more information click on the name above for details.

[Local Assistance](#): This sections discusses options available to businesses in their local areas. The SBA has partnered with a number of local partners to counsel, mentor, and train small businesses. For more information click on the name above for details.

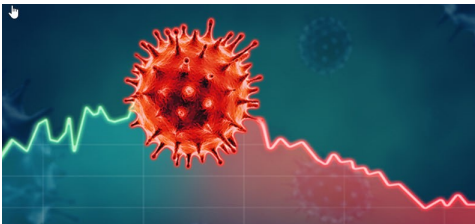
Industry News

The Coronavirus (Covid-19) pandemic has taken every industry by storm and turned our way of life upside down. No industry has been left behind in this pandemic and in one way or another everyone has been affected by this event. The economic implications are far reaching and the future impacts remain unknown. In this section we will take a look at the impacts the Coronavirus (COVID-19) has had on the kitchen and bath remodeling space according to industry professionals.

In this article from the [Kitchen & Bath Design News](#), business owners and industry leaders discuss how the Coronavirus (COVID-19) is affecting their business along with the challenges they face going forward.

Industry News

The [Kitchen & Bath Design News](#) looks at the [market impact of COVID-19](#) on the industry and how things may look in the near future. Click on the image below to read the full article.



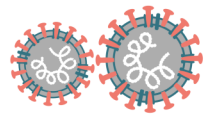
[Kitchen & Bath Business Online](#) has an article that discusses social distancing and the impact on the Kitchen and Bath industry. Click on the image below to read the full article.



CORONAVIRUS COVID-19

SAFETY ADVICE AND TIPS

UPDATED



SYMPTOMS



FEVER



COUGH



SHORTNESS
OF BREATH



SORE THROAT

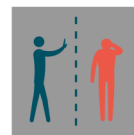


ACHES

PREVENTION



WASH HANDS WITH
WATER AND
SOAP/SANITIZER,
AT LEAST 20 SECONDS



AVOID CONTACT
WITH SICK PEOPLE



DON'T TOUCH EYES,
NOSE OR MOUTH WITH
UNWASHED HANDS



IF YOU BECOME SICK
SEEK MEDICAL CARE
IMMEDIATELY

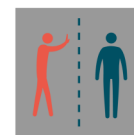


AVOID
CROWDED PLACES

IF YOU ARE INFECTED



STAY AT HOME



AVOID CONTACT
WITH OTHERS



COVER YOUR NOSE
AND MOUTH WITH
TISSUE OR ELBOW
WHEN SNEEZING



PUT TISSUES
IN THE TRASH BIN
AND WASH HANDS



KEEP OBJECTS AND
SURFACES CLEAN

The COVID-19 Infographic above shows the typical symptoms for the virus, how to prevent getting the virus and things to do if you do get infected. Information [courtesy of the CDC](#).
Infographic developed by Kitchen & Bath Marketing Solutions.

To schedule your Online Marketing Strategy Session call our office at 800-516-5773 or go to
www.KitchenAndBathMarketingSolutions.com/Strategy-Session.

Download our app for updates, industry marketing tips & more by texting KABMS to 85100.

In this new digital age, working remotely can offer advantages if a business has the right tools. Many in the kitchen and bath remodeling industry have been forced to work remotely. This section of the resource guide was created to give business owners and managers a better idea of the different type of digital business tools needed to help their teams be more productive with their current and future clientele.

There are a number of options available, but we will focus on the type of tools every kitchen and bath remodeling business owner needs with some suggestions. Use the information provided to conduct your own research to find the tools most compatible with your brand and organization.

Working From Home

Having the tools means nothing if you don't have a good foundation. Working remotely with children home from school can be hard, but creating a routine and a distraction free work space is a start. [Click here](#) for an article written by a parent who was productive while working from home with young kids in the house.



7 Must Have Business Tools

As a business owner, having the right tools to run your business is imperative. When working from home or remotely the right tools can mean the difference between being very productive or losing money in your business. We discuss the seven (7) must-have business tools for running your remodeling business from home.

1. Reliable Computer or Mobile Device:

A reliable computer is an important tool you and your team needs to run the business. Without a reliable computer that can handle the day to day tasks, your productivity level will drop and communication with your team and clients will be limited.

2. Reliable Wi-Fi Connection

Having a reliable wi-fi connection is critical. In order to access the internet, transfer large files and send emails to staff and clients requires a fast, reliable wi-fi connection. If you are lagging in this department you need to upgrade your home digital package.

3. Team Management Software

This software is used to manage your team by tracking hours worked and letting you see what aspects of the project have been worked on by each member of your team.

Business Tools



4. Team Chat Software

This software allows you to stay in constant communication with your team. This can be done through email, but the best platforms available make communication seamless and some software can combine the chat and management functions in one.

5. Project Management Software

This software allows you and your team to effectively run a project and track/organize all the moving pieces in one location. You can even allow client access to see what is being done in their project.

6. File Collaboration/Cloud Storage

Having good cloud storage is vital in this industry, since the files are large. This software can also allow for sharing with vendors and clients.

7. Video Conferencing Software

There are a lot of choices for video conferencing software. Having one is vital to running your business remotely and staying in communication with clients and staff. Some of the things to look for in video conferencing software are monthly/annual pricing, number of features, ease of use, and trouble shooting/support. On this page we have supplied two websites that have done extensive reviews on several video conferencing options available along with customer reviews and pricing information.

Suggestions

Many of the tools mentioned are combined into all-in-one platforms to assist with not having to invest in multiple software packages. Two sources to review software options are discussed on [HubSpot](#) and [Skillcrush](#).

Other Things to Consider

In addition, you must consider cyber security of your files when working remotely with teams spread across different locations. The other consideration is having a good CRM (**C**ustomer **R**elations **M**anagement System) to organize all client data. Feel free to contact us with any questions.

Video Conference

The number of video conferencing software packages available can be overwhelming to business owners. PC Magazine did a comprehensive review of 10 video conferencing platforms available on the market today. [Click here to read that article.](#)



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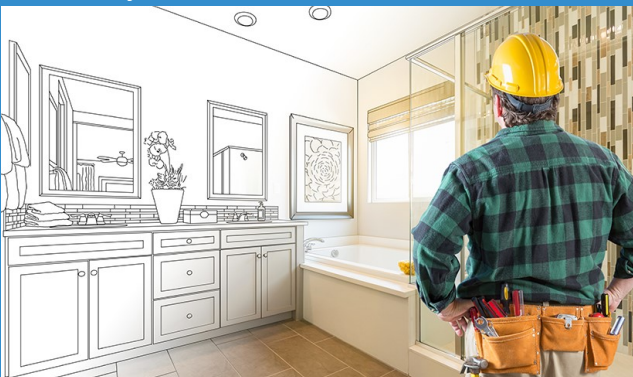
Marketing Strategies

With the uncertainty of not knowing how long you will be working remotely, you have to adapt to these times. You have to reach people where they are, which most likely are at home with their kids working from home as well. Since foot traffic is not likely to happen at this time, you have to be where your potential clients are. Using the tactics and strategies you used for in-person visits will most likely not work for online marketing.

In this section we are going to offer some of the marketing strategies we use with our clients to get their phones ringing and people interested in what they have to offer. We will review four strategies that can you start utilizing today!

Tell Your Story

With people at home now you have the perfect opportunity to give them a wanted distraction from what is happening in the world and a break from the kids. Share your success stories from current and past projects in a visual way. Use all the before and after images you have from the kitchen or bathroom remodels or take them on a virtual tour. Post this to your social media channels and explain what went right, what went wrong and what you'd do different next time. People love stories and the visuals will make them want more and see what all you have to offer.



4 Marketing Strategies To Use

Marketing online can be difficult if you don't know who your target audience is. If you don't know who they are, give us a call so we can help you determine your ideal client to better market your services. For our purposes we're going to assume you have already identified your target audience, so we can offer some strategies to reach them where they are now.

1. Enhance Your Online Presence:

If you have not focused on how your business looks online, now is the time to optimize your website and online presence. Make sure you claim your Google My Business account or set one up, and ensure all of your information is correct for showing in Google Maps. We have a [checklist here](#) to help you stay on top of that.

2. Utilize Social Media

If you have not been utilizing and posting on your social media platforms or you don't have a social media platform for your business, now is the time to promote your work and show what you have been doing. Be sure to post your before and after images. People love stories and sharing what you have done through social media can build up your online presence and get your customers in the future. For more [social media strategies visit our page](#).

Marketing Strategies



3. Develop a Blog

No more excuses for not having a blog on your website. Take some time and start developing content that will set you apart from your competition. Writing blogs are a great way to create awareness about your business. It's free and can help you to increase your website's visibility in the online world. If you are not sure what to write about think about the past projects you have worked on and tell a story about that. Walk people through the design process and what happens when you first hire them, the initial consultation, going over the initial design, developing the design, trips to the showroom to review materials, the construction process and typical time frame for that project type, and so forth.

You can turn what we just wrote into an ongoing saga that explains the process as well as what to expect if they hire you. The blog also allows you to showcase your current work for future clients and with ready made written content to place in competitions for industry awards.

4. Use Email Campaigns

Email marketing is one of the most popular and effective ways of advertising your kitchen and bath remodeling business because it generates the highest ROI as compared to other means of marketing. It's a free, easy, and scalable way of communicating with your new and existing customers. We have an interior design client that whenever we send an email off they receive at least one project from the email.

Doing an ongoing monthly newsletter is another way to promote your business and give valuable information to potential clients.

Additional Marketing Strategies

Marketing your business online is imperative and working from home should be an additional incentive to make that happen. If you liked these marketing strategies we have a page on our site with 10 online marketing tactics for the kitchen and bath remodeling industry. [Click here to be taken to that page and infographic.](#)

Communicate

Assuming you are still open for business, you want to make sure you let your current customers know. If you have existing customers that need work done to their house, relieve their fears by communicating with them how your team plans to handle on-site projects going forward.

Put their mind at ease and ensure them your team will wear gloves to prevent hand contact with home or office surfaces, wipe down and disinfect areas where they are working and apply recommended social distancing of six feet from others to prevent person-to-person transmission.

Also share with your clients any employee requirements you are instituting like using technology for large group/client meetings, reinforcing good hygiene and frequent hand washing and asking customers who are feeling ill and have an appointment to meet virtually or reschedule.



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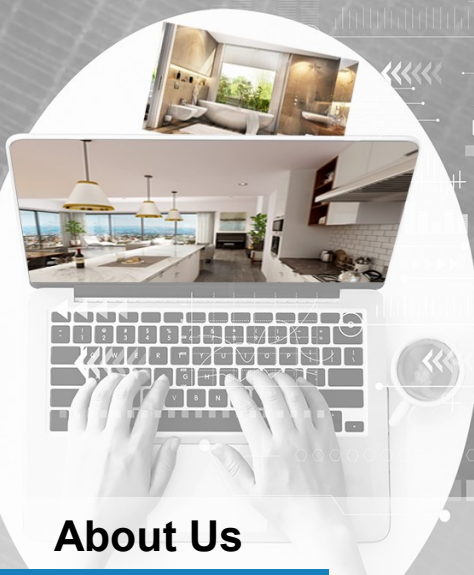
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Our thoughts are with everyone in the kitchen and bath remodel industry, business owners, staff, employees, installers, contractor's, manufacture's, and their families, going through this rough time. Though we don't know when this will all be over, we are here to help in any way we can.

Resources and Marketing Strategies for the Kitchen and Bath Remodeling Industry



About Us

Kitchen and Bath Marketing Solutions (KABMS), offers specialized digital marketing solutions for the Kitchen and Bath Remodeling Industry. We succeed where other marketing companies fail because we understand the industry and use our extended track record to get you results.