

Greater Eastern Oregon Development Corporation

Proudly serving Gilliam, Grant, Harney, Malheur, Morrow, Umatilla and Wheeler counties

***SATISFACTION IS A RATING,
LOYALTY IS A BRAND
-SHEP HYKEN***

AMERICAN RESCUE PLAN

It's everyone's favorite time of the year.. **TAX SEASON!**
The deadline has been extended this year for individual taxpayers (sole proprietors and single-owner LLCs). You now have until May 17th, 2021 to file your taxes. The reason for the extension is due to the American Rescue Plan.

What's in it to support small businesses?

1. Restaurant grant
2. Shuttered venue operators grant
3. Employee retention tax credit extended
4. Possibly PPP loans extended to June

Also here are a few links on tax information that may be helpful for your small business:

- Business Insider
- Forbes

RESOURCE HUB

Links for COVID-19 info, upcoming events, and other supporting info for you.

[Click Here](#)

ONE SMALL THING A WEEK

No matter what size your organization is, it is important to think about your risks and how you can reduce their impact on your business. Be prepared on how to respond. This week is focused on customers:

- Know your key customers, contacts, suppliers, and vendors**
 - **Google My Business**
 - **Customer Retention**

LOCL TOOLKIT

Travel Oregon has a new opportunity to help Oregon travel and tourism businesses optimize their Google My Business profiles, giving OR a competitive advantage as we work to rebuild our tourism industry.

[Click here for more info](#)

6. KNOW YOUR KEY CUSTOMERS, CONTACTS, SUPPLIERS, AND VENDORS



USE THIS FORM TO RECORD INFORMATION ABOUT CURRENT AND ALTERNATE SUPPLIERS AND VENDORS, AS WELL AS CUSTOMERS AND OTHER KEY CONTACTS.

CONTACT TYPE:

Current Supplier/Vendor Backup Supplier/Vendor Key Customer/Contact

Company /Individual Name: _____

Account Number: _____

Materials/Service Provided: _____

Street Address: _____

City, State, Zip: _____

Company Phone: _____

Website: _____

Company Representative

Primary Contact: _____

Title: _____

Office Phone: _____

Mobile Phone: _____

E-mail: _____

Alternate Contact: _____

Title: _____

Office Phone: _____

Mobile Phone: _____

E-mail: _____

Notes: _____

[Click here for PDF Worksheet](#)

Last Updated: _____ OFB-EZ is a program of the Insurance Institute for Business & Home Safety. Download this document at [InsuranceInstitute.com](#)

Next Update: _____

TAKE ONE STEP TOWARDS RESILIENCY

Know Your Key Customers, Contacts, Suppliers, and Vendors

Having contact information for key people in your business operations is important to getting your business running again during recovery. Also, consider backup options if key pieces in your supply chain are also impacted by disaster.

CUSTOMER RETENTION

One important marketing strategy any small business can do to compete with the big names is improve their customer retention; after all, **repeat buyers make up 40% of a business' revenue.**¹ A study by Frederick Reichheld of Bain & Company reveals that increasing retention by 5% results in a profit increase between 25% and 95%. And on top of that, the cost of acquiring new customers is significantly higher than the costs of retaining customers. A Harvard Business Review report indicates that it's 5 to 25 times more expensive to attract a new client than it is to keep an existing one engaged.²

Here are some strategies to boost customer retention:³

1. Use customer accounts
2. Improve your customer service
3. Start a customer loyalty program
4. Send engaging emails to customers
5. Offer a discount or credit to return

IS YOUR BUSINESS SEARCHABLE?

One trend that has become apparent over the COVID-19 pandemic is the increased use of online services and sales. Was your business able to pivot and utilize the online realm to keep sales?

One simple and easy thing you can do is put your business on Google Business. **Google My Business** is a free, online service, provided by Google. GMB enables businesses to promote themselves and connect with customers across Google Search and Google Maps.

Below is a graph comparing 2019 and 2020 retail sales. Look at the increase in e-commerce!



Have a question or need assistance? contact me:
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SUBSCRIBE
[click here](#)



1. Vermaat, Doron. "15 Customer Retention Strategies for Any Small Business." The Customer Loyalty Marketing Blog - Loopy Loyalty, Medium, 18 Nov. 2018, [blog.loopyloyalty.com/15-customer-retention-strategies-for-any-small-business-d0efe7cad08c](#).
2. Macguire, April. "Customer Retention Strategies to Help Small Businesses Succeed." Business Know-How, 2 Aug. 2020, [www.businessknowhow.com/marketing/customer-retention-strategies.htm](#).
3. McEachern, Alex. "Customer Retention 101: Grow Your Business by Selling More to Current Customers." Shopify, 9 July 2020, [www.shopify.com/blog/customer-retention-strategies](#).