

Industries Still Looking to Buy

The impact of COVID-19 on the promotional products industry and your business is dramatic. Some are reporting drops in customer sales upwards of 70% or more! In many areas, any “non-essential” businesses have been forced to close, not to mention the thousands of festivals, conferences and other events that have been cancelled or postponed.

So, what should we do when our regular customer base has locked up their budgets or closed up shop? Unusual times, call for unusual measures. Not only do we need to get creative with how we communicate with our current customers, but we need to look outside our normal sandbox to industries or markets we may not usually service.

The flip side of the businesses that are struggling, are those “essential” industries who are working overtime to support our communities and to keep us all as safe as possible. Consider reaching out to the following industries – if not to see if they could use your products, then at least to see how you can help them. You may be surprised how far a little good will can go.

COMPANIES WORKING FROM HOME

• Promoting Team Spirit

Many organizations are able to work from home and are trying to keep their teams connected through “company gear”

• Virtual Meetings and Events

Most meetings have moved online, so employees need to look the part even when in their living rooms

CONSTRUCTION & UTILITY

Not all job sites have been ordered to close and, in fact, with so many people now working at home many new construction and repair jobs are popping up

GROCERY

• Grocery and Convenience Stores

So many people are now at home and cooking instead of going out to eat. Many groceries are struggling to keep up with keeping their shelves stocked and so are now hiring in big numbers

• Home Grocery Delivery

Both grocery stores and independent food delivery companies have seen a spike in activity as most people are trying to stay at home



- **Food Processing Plants and Factories**

These factories need to increase their staff to support the change in the general public's shopping habits

HEALTHCARE

- **Hospitals and Health Care Facilities**

This industry should be staffing and possibly hiring

- **Nursing Homes and Assisted Living Centers**

The residents are a high-risk group and staffing should remain high to take care of them

- **Labs and Clinics**

These facilities will be in high demand as they are heavily involved in testing and screening

- **Medical Device Manufacturing**

Any company involved in creating or providing medical supplies will be busy

- **Emergency Service and Public Safety**

While many of us are at home, police and fire departments are still hard at work

- **Mental Health: Counseling and Wellness**

Counselors are now holding virtual sessions with their patients

INTERNET/CABLE TV

- **Home Internet/ Cable**

More people at home, means more Netflix and online activity. This means a spike in cable and internet installations and repair

JANITORIAL

- **Cleaning Services**

Any companies involved in the cleaning buildings, offices or homes should be getting additional business

- **Logistics and Transportation**

Shippers and transportation companies are working overtime and even hiring to meet demand

RESTAURANTS

- **Food Delivery, Drive-Thru and Curbside Pickup**

While restaurants can't serve food inside, they are offering pickup and drive-thru service, or they are utilizing food delivery services, like Grub Hub or UberEATS

SECURITY

- **Security Guards and Staffing**

Most companies need to protect their assets in time of crisis

- **Home Security/Monitoring/Alarm Systems**

More homeowners want to protect what they have in times of uncertainty, so they may be looking to hire more installers

- **Building Staff for Private Properties**

These properties are hiring more building staff to assist their residents