



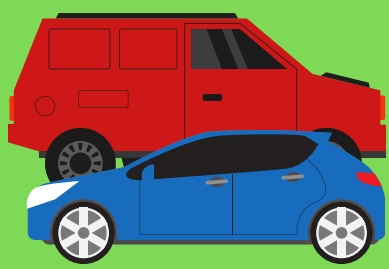
DAYTON TEXAS

Community Development Corporation

Guide to Retail To Go

WHAT IS RETAIL TO GO?

Starting on April 24th, Texas businesses can offer Retail To Go services. Retail To Go allows items to be delivered to: customers' cars, customers' homes, other locations (with social distancing, or mailed). Customers may not enter your facility, social distancing, and sanitization & safety procedures should be utilized.



HOW TO GENERATE SALES?

Get online! Use a website to showcase your inventory. Drive sales using social media. Schedule posts, create product videos, and host an weekly interactive live event. Your customers are a captive audience that are looking for something to do, so use this opportunity to sell products.



WHAT IS A LIVE EVENT?

Create an event on your social media accounts. At the scheduled time, go live. During the event answer customer questions, showcase products, and sell products. Customers can make a purchase by commenting on the live feed. Have one person showcase product and another record orders. Invoice immediately after the event and have fun.



KEEP EVERYONE SAFE!

The health and safety of your employees, customers, and yourself should be your first priority. Have employees report any symptoms before coming to work, practice social distancing, wash hands frequently, and wear masks. Have your customers stay in their vehicles when picking up orders.



STAY IN TOUCH!

We want to know what you're doing, what's working, what isn't, and what you need help with. If technology isn't your strong suit, we have team members that can help with website development and social media. The Dayton Chamber is also available to help and support your business.

