



Copper's Guide to Keeping it Personal

Top Tips for staying productive, building relationships & fostering collaboration during the COVID-19 pandemic.

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With all the social restrictions in place, it can feel challenging to have to rely on remote communication to stay in touch with the people who are important to your business. The good news? Everyone wants to help. So we've rounded up a collection of resources, offers, and tips from around the web to help you navigate your new work-from-home reality.

Section 1. Credits and relief for small businesses



Facebook is offering \$100m in cash grants and Ad credits for small businesses between 2 and 50 employees.

Visit Facebook's COVID-19 [Resource Hub](#) for more details

Visit our [Here To Help Hub](#) to access support, content and offers



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Mailchimp announced a \$10m price relief fund, including eligibility for free accounts to support small businesses.

Mailchimp COVID-19 Response: [Free Standard Mailchimp Accounts](#) and small business support



Yelp created a \$25m package for small businesses in the form of waived advertising fees, and free advertising, products and services.

[Find out more](#) about Yelp's support package and how it could help you

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Shopify is offering extended free trial (90 days up from 14), free email marketing, and free gift cards for your customers.

Get your [90 day free trial](#) with Shopify and start selling online today



Google is committing \$800m including \$340 million in Google Ads credits available to all SMBs with active accounts over the past year.

Google COVID-19 Response: [Google's \\$800m commitment](#) and a message from the CEO

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Section 2. Useful, free or low-cost apps



Krisp.AI mutes background noise during calls, with a free tier that offers 120 minutes per week of noise cancellation.

KRISP COVID-19 Response: [New free plan](#) and dropped prices

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Zapier is the no-code way to automate tasks and integrations between your apps, and is offering free starter plans through end of 2020 for eligible businesses.

Zapier COVID-19 Response: [New starter plan](#) for front-line workers and message from the CEO



Say it with video! Loom lets you quickly record your own explainer videos, and they've cut prices in half and removed limits.

[Loom's COVID-19 Response](#): cutting prices & removing limits



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Calendly is offering free Zoom and GoToMeeting integrations to help remote workers stay connected.

[Get Calendly for free](#) and access other support



Headspace is offering free meditations and movement exercises to help you out, however you're feeling.

[Get Headspace](#) and access their 'weathering the storm' content for free

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Section 2. Some great content

1

[20 Google Drive hacks](#) to help you work smarter (not harder)

2

Don't Just Throw Together a Webinar — [The Virtual Events Crash Course You Need](#)

3

[10 Tips](#) to build more meaningful business relationships

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[8 Tips](#) to Coronavirus-Proof Your Business ASAP

5

[8 motivational sales quotes](#) to get you selling

6

Adapting customer experience in the time of coronavirus - [read this report from McKinsey](#)

7

Why a CRM Is a Customer Marketer's secret weapon - [read our blog](#)

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Crisis marketing: How brands are addressing the coronavirus - [Read advice from Think With Google](#)

9

[Listen in on our open conversation](#) about the evolution of the way work works, and the impact these changes will have on your business.

10

How to Collaborate Effectively If Your Team Is Remote - [Read this Harvard Business Review article](#)

11

How to Help Your Team Thrive in the Age of Remote Work - [Read our blog](#)



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