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Strategies for Greater Philadelphia's Retail Districts During COVID-19 Five P's that aren't Pandemic: Pursue, Pivot, Pitch, Promote, and Plan.

Five P's that aren't Pandemic: Pursue, Pivot, Pitch, Promote, and Plan.

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Geographic Area Covered: Nine-County Greater Philadelphia Area


Abstract: This report consolidates the strategies contained within DVRPC's social media campaign of the same name, which launched on April 3, 2020, and was aimed at helping small businesses and the region's retail districts navigate the economic crisis associated with the COVID-19 pandemic.

Key Words: Brick-and-Mortar, BOPIS, CARES Act, Coronavirus, COVID-19, Digital Economy, Digitally Native Brands, E-Commerce, Economic Development, Experiential Retail, Frictionless Retail, Halo Effect, Pandemic, Paycheck Protection Program, Retail, Small Business, Social Media, Working Capital Access Program

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