



Enhancing Visibility During Construction

Strategies to Stay Connected with Customers



INTRODUCTION

If you're reading this, chances are you own a business or help operate one.

Construction can bring temporary changes, including lane closures, detours, and adjusted access to nearby businesses. We recognize these impacts and appreciate your patience as improvements move forward. These projects improve safety, reliability, and the long-term condition of Lincoln's transportation and utility infrastructure.

Keeping customers informed can make a big difference during construction. Clear communication and simple marketing strategies help customers find your business, understand how to reach you, and stay connected throughout the project. This guide provides practical ideas and tools to help you maintain visibility while construction is underway.

The strategies in this guide are based on resources developed by the Downtown Lincoln Association for businesses affected by Project "O" Street. While every project is different, **these ideas can help businesses throughout Lincoln stay connected with customers during construction.**

The City is committed to providing timely project information and updates throughout construction. For project details, schedules, and contact information, visit **lincoln.ne.gov/Projects**.

Construction is temporary. The relationships you build with your customers can last long after the orange cones are gone.

Questions about City improvements? We're here to help you stay informed throughout the project.

Lincoln Transportation and Utilities
LTU@lincoln.ne.gov

MARKETING & CUSTOMER ENGAGEMENT

KEEP CUSTOMERS COMING BACK

Construction can affect foot traffic, but loyal customers often continue to support local businesses throughout a project. Keeping those relationships strong can help your business stay connected as conditions change.

1

Thank customers for their support.

Acknowledge construction impacts and thank customers for continuing to visit. A simple message of appreciation goes a long way.

Example: "We know the detour is inconvenient. Thanks for making the trip."

2

Ask what would make visits easier.

Customer feedback can help identify simple changes that improve convenience and access.

Examples: Adjust business hours, offer online ordering, or provide curbside pickup.

3

Reward loyal customers.

Consider loyalty programs, punch cards, or limited-time promotions that encourage repeat visits during construction.

4

Give customers a reason to return.

Create opportunities to keep customers engaged throughout the project.

Examples: Host a customer preview event, offer early access to new products, or share exclusive updates.

MARKETING & CUSTOMER ENGAGEMENT

OFFER TARGETED PROMOTIONS

Thoughtful promotions can encourage customer visits during construction. Consider offers that reward loyal customers and encourage repeat business.

1

Thank customers for making the trip.

Offer a small incentive to customers who continue to visit during construction.

Examples: Provide a discount or complimentary item when customers mention construction-related access challenges.

2

Encourage referrals.

Word of mouth remains one of the most effective ways to attract new customers.

Examples: Offer a small incentive when a customer brings a friend or introduces someone new to your business.

3

Promote slower days or hours.

Use special offers to encourage visits during quieter times or days of the week.

Examples: Extend a weekday happy hour or offer a midweek special.

4

Partner with neighboring businesses.

Cross promotions or shared offers can encourage customers to visit multiple businesses in the area.

5

Encourage repeat visits.

Future discounts or bundled purchases can encourage repeat visits without relying on broad markdowns.

Example: "Spend \$40 today and receive 20% off your next visit."

The best promotions are simple, easy to communicate, and easy for customers to remember.

MARKETING & CUSTOMER ENGAGEMENT

MAKE CONSTRUCTION PART OF YOUR STORY

Customers are more likely to visit when they know your business is open and understand how to reach you. Clear, consistent communication can help reduce confusion throughout construction.

1

Use visible signage.

Place signs where customers can easily see them.

Examples: "Open During Construction," "Business Access Available," "Sidewalk Open," or "Parking Available in Back."

2

Share parking and access information.

Help customers find the best way to reach your business. Include parking information or maps on your doors, website, and social media.

3

Use construction as an opportunity.

Some businesses choose to acknowledge construction through promotions, events, or customer appreciation activities.

Example: Create a simple seasonal loyalty punch card. "Visit us 10 times during construction and receive a free appetizer."

4

Thank customers for their support.

Show your appreciation through signage, receipts, email newsletters, or social media.

Example: "Thank you for supporting our business during construction."

5

Keep the message consistent.

Include "Open During Construction" messaging consistently across your signs, website, and social media so customers know your business remains open and accessible.

MARKETING & CUSTOMER ENGAGEMENT

STAY CONNECTED BETWEEN VISITS

Customers may visit less frequently during construction. We encourage you to keep regular communication flowing to them to help keep your business top of mind.

1

Post regular positive updates on social media.

Share content several times a week to keep customers informed and engaged.

Examples: Behind-the-scenes content, staff updates, promotions, or access information. Even show project progress to build excitement for completion.

2

Use email or text messages.

Share timely updates, events, or reminders with customers who have opted in to receive communications.

3

Partner with neighboring businesses.

Coordinate promotions or community events that encourage customers to visit the area.

Examples: Host a sidewalk sale, block party, or farmers market with neighboring businesses.

4

Keep online information current.

Update your business hours, parking information, and access details on your Google Business Profile and other online listings.

5

Respond to customer questions and feedback.

Reply to reviews and questions that mention construction to clarify access, answer concerns, and help customers plan their visit.

MEDIA & PUBLIC COMMUNICATION

WHEN THE MEDIA REACH OUT

Media may contact businesses during construction to learn about local impacts and customer experiences. If you're interviewed, clear and consistent communication can help customers understand that your business remains open. Remember to stay positive and focus on the benefits customers will receive once the project is complete. This will help customers feel confident when visiting your business, no matter if there is construction nearby or not.

1

Focus on the facts.

Share accurate, current information that helps customers plan their visit.

Example: "We remain open during construction and continue to serve customers during our regular hours."

2

Acknowledge the impacts, then look ahead.

Recognize that construction may affect travel, then explain how customers can continue to access your business.

Example: "Construction has changed access in the area. Our business remains open and customers can still reach us. Here's how..."

3

Share practical information.

Let customers know about your hours, parking, entrances, or any temporary changes that may affect their visit.

4

Keep your message consistent.

Use the same core information in media interviews, on social media, and in your customer communications so customers receive clear, positive, and consistent updates. Be careful projecting a lot of negative comments. When customers hear people complain about an area under construction, they may simply avoid the situation altogether. When they hear businesses are excited about a project, customers may feel more confident and willing to visit your business and see the project's progress.

RESOURCES & PROJECT SUPPORT

USE AVAILABLE RESOURCES

The City of Lincoln and community partners offer resources to help businesses stay informed throughout construction.

Special Signage

Businesses may apply for temporary guide signs in City right-of-way to help customers safely navigate to their businesses during construction. Signs require LTU approval through a permit process and must follow City guidelines. Learn more and apply at lincoln.ne.gov/TempGuideSigns or scan the QR code.



Examples of Acceptable Signs

Get Construction Updates

Sign up for TextLNK to receive timely updates about construction schedules, traffic impacts, access changes, detours, and project progress. TextLNK can help you stay informed about changes that may affect your business, employees, and customers. Visit lincoln.ne.gov/TextLNK or scan the QR code to sign up.



Connect With the Project Team

Visit the project map to find your specific project, view detailed project information, and find contact information for project managers and contractors. Reach out with questions, share feedback, or learn more about upcoming construction activities that may affect your business. Visit lincoln.ne.gov/Projects or scan the QR code to find your project.



RESOURCES & PROJECT SUPPORT

SEE WHAT OTHER BUSINESSES ARE DOING

Construction can be an opportunity to try new ways to connect with customers. Explore examples of signs, promotions, communication, and other ideas businesses can use to stay visible, encourage visits, and keep customers informed during construction.

Make It Easy to Visit

The **Lincoln Children's Museum** helped customers navigate construction changes by sharing maps on social media showing how to reach the museum and where to park. The museum also offered reduced-rate parking to make visits easier.

Try this: Share a simple map showing parking, entrances, and the best routes to your business. Post it on social media, your website, and in customer communication. Consider offering a parking incentive or other small perk to make the trip easier.



Take an idea and make it your own. These examples are meant to spark ideas. Choose what works best for your business, customers, and location.

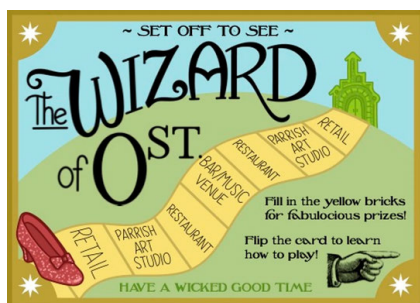
Host a Sale

Pineapple Days brought together about a dozen businesses near 14th and “O” streets for special sidewalk sales, deals, and promotions. While the event had been held before, businesses made it bigger and better during construction to attract shoppers and remind customers that businesses were open.

Try this: Turn a sale into a larger event by coordinating with nearby businesses, offering special promotions, and creating a reason for customers to visit the area. Don’t forget to update your online newsletter that gets your business in front of your most loyal customers!



Create a Shared Experience



Wizard of “O” Street turned months of construction into a themed adventure for customers. Businesses in the Parrish building decorated their spaces, offered themed activities and props, and used postcards to encourage customers to follow a yellow brick road through participating businesses. Prizes gave customers an extra reason to participate and return.

Try this: Turn a visit into an experience with a theme, scavenger hunt, passport, or other activity. Give customers something to discover and a reason to return.

Offer an Incentive

The “O” Is Open Sweepstakes gave customers an extra reason to visit downtown during “O” Street construction. Customers who visited participating businesses could enter to win up to \$1,000 in Downtown gift cards. The promotion also encouraged shoppers to explore participating businesses and offered free parking incentives.



Try this: Give customers something to look forward to with a limited-time offer, giveaway, or sweepstakes. Keep participation simple and clearly explain how customers can take part.

THANK YOU FOR YOUR PARTNERSHIP

Thank you for being part of Lincoln's business community. We recognize the important role businesses play in our neighborhoods, commercial areas, and local economy, and we understand that construction can affect access, parking, traffic, noise, and day to day operations in different ways.

We hope this guide provides useful ideas for communicating with customers during construction. Every business and project is different, so use the approaches that work best for your business and customers. We appreciate your partnership, feedback, and patience as Lincoln continues to invest in safer, more reliable transportation and utility infrastructure.

Special thanks to the Downtown Lincoln Association. This guide includes resources and recommendations adapted with permission from the Downtown Lincoln Association. We appreciate their partnership and contributions to helping local businesses prepare for and navigate construction impacts.



Completed improvements on 11th Street support businesses, customers, and people traveling through the corridor. The photos show the transformation between "G" and "H" streets, with construction in progress on the left and the completed improvements on the right.



Photo courtesy of Constructors, Inc., "O" Street and 16th Street, southwest corner.