

December 2020



Monthly E-Newsletter

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MEMBER HIGHLIGHTS



RENEWING MEMBERS

19 Years

Evergreen Cottage Spa & Hair Salon

16-17 Years

Boulder Valley School District
Markel Homes Construction Co.
Eye Care Center of Northern
Colorado

13-14 Years

Steven L. Eurich, D.D.S.
Phoenix Realty & Property
Management
Keene Smiles
Colorado Music Festival & Center
for Musical Arts

9-10 Years

Prana Apartments
Salon Picasso Hair Studio
Lafayette Grooming

7-8 Years

Mr. Handyman
The Post Brewing Company
Complete Family and Aesthetic
Dentistry

6 Years

Christian Brothers Automotive
Colorado Custom Window Wells
Conscious Sol Healing & Wellness
Center

5 Years

Reintegra

3-4 Years

First American Title
Complete Releaf
Logan Coaching
Little Herbal Apothecary
Tara Cluck Dance Center

1-2 Years

Austin Functional Wellness
Sellstate Ace Realty - Kate Smith
Boulder Valley UU Fellowship
Mici Handcrafted Italian
Serene Realty



NEW MEMBER

Cugini Pizzeria
Giovanni Brienza
(303) 955-0941



(click member for more details)

LAFAYETTE NEEDS YOU

The Lafayette Police Department is once again coordinating the Santa Cop program and are asking for your help! Many people do not realize there are many Lafayette families that struggle to provide basic life necessities. For some parents, providing holiday gifts for their children is next to impossible.

If you would like to help support this program, the police department appreciates new toy donations (ages 2-15). Please consider making a monetary donation to help them continue this much needed program. They cannot always meet the needs of nominated families by donated toys. They use monetary donations to purchase additional specific gifts the meet other needs.

**Please Drop off donations by December 7th
451 North 111th St.**



Great Western Bank is asking those interested to donate items for The Little Flower Maternity Home located here in Lafayette. They are a 501C3 non-profit home and community for pregnant mothers to come and prepare for becoming a mother. Donations can be dropped off at Great Western -811 S. Public Road or call 303-666-0777



The Little Flower Maternity Home



Christmas Needs List



Educational Toys

Stuffed Animals

Toy Cars

Dolls

Games

Models

Pots & Pans

Toy Bakeware

G.I Joe (Action Figures)

Any other Toy

Diapers

Formula

Baby Food

Clothing

Books

Blankets

Socks

Pacifiers

Diaper Bags

Gift Cards

Thank you to our Sponsors!

We could not have done 2020 without you!

Presenting Sponsors – BV Builders, Acreage by Stem Ciders, SCL Health/Good Samaritan, Morrell Printing Solutions

Platinum Sponsors – Jax Farm and Ranch, Jax Outdoor Gear, Champion Windows, Blue Federal Credit Union, Coal Creek Bowling Center, Elevations Credit Union

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Bronze- Sponsors – Igadi, Lafayette Lions, Mr. Handyman

Inkind Sponsors – Daily Camera, Colorado Party Rentals, Eldorado Spring Water, Boulder Magazine, City of Lafayette, Gatehouse/Lionsgate Event Center



The header image features a dark blue background. On the left, a computer monitor is shown. On the right, a smartphone is depicted with a graphic of a cloud raining onto it, with lines representing rain falling onto the phone's screen.

10 Pieces of Content that can Help You Get More Online Sales

By Christina R. Greene

According to SmallBizTrends.com, “The first set of holiday data and analytics from Adobe reveals online spending is set to increase by 33% in 2020 over 2019.” It’s also likely that this trend will continue as we enter into 2021 and if the pandemic numbers keep increasing. People won’t stop shopping, but they may stop shopping in-person.

Online shopping needn’t be owned by large entities like Amazon or Etsy. Your business can excel in online commerce as well. But first, you need to be top-of-mind. One way to do that is to produce valuable content so that when potential customers are on your website, they are moved to action and purchase from you.

Online Necessities Before the Content

Before you create the content, work on a few things such as:

- Designing a user-friendly shopping experience and website
- Creating a design that is quick to load and mobile-friendly
- Implementing a review “machine” or protocol in which you make it easy for people to leave reviews
- Engaging your followers on social media
- Honing your voice and brand so that people know, like, and trust you

The last two will help with the content you produce but the content will also help engage your followers and solidify your brand.

Now let’s talk about the content you need to drive online sales.

Content That Drives Online Sales

The content we’re going to suggest creating should be posted on your website, shared on your social media platforms and through sponsored content on Facebook (and any other social media platform that you participate often on), and posted/linked to in your newsletter. Excellent content will do nothing to increase your online sales if people don’t know about it.

ROUND-NECK T-SHIRT

\$15

10 Pieces of Content That Can Help You Get More Online Sales

FRANK KENNY

1. Video introductions of products or services.
2. Demo of how your item works or alternate uses for it.
3. Video tour of what goes into making your product or service.
4. Introducing someone important in your business.
5. A video conversation with one of your stakeholders talking about working with your company.
6. A testimonial from a customer on how you helped them achieve what they wanted. If possible, let the focus be on how you helped them be their best self. Viewers will cast themselves in your customer's role and assume you can do the same for them. If you sell products and this suggestion doesn't fit your business, consider how you might showcase how your product made their day/life special.
7. Why this (your product or service) is amazing video or blog post.
8. "If you like this, you'll also like this" suggestion. Most e-commerce platforms give you this option to assign like products or services to an "also bought" suggestion. However, it's beneficial to create a more in-depth piece of content (blog, social media post, or video) that makes a deeper suggestion. Think about how publishers do that by likening two authors. You can also use categories like highlighting some of your offerings under a piece of content for specific types of people like "perfect gifts for moms" or "inexpensive but fun tech."
9. Tell an item's story. Talk about what makes it a great buy, the perfect gift, invaluable to busy professionals, or some other reason that makes it irresistible. If you sell second-hand items, this is particularly effective way of selling. Explain what the item was used for and who might have used it.
10. Highlight sales previews and best sellers. Always take pictures of items you're reducing and share them. You can do this by creating videos or just posting images. People want to buy things that others are interested in so drawing attention to best sellers and items that are reduced to make room for new items can get people motivated to buy.



Member Inserts

WE'RE NOW OPEN!

1371 Hecla Dr. Ste #D2, Louisville, CO, 80027 | 303-604-2609



NEW PATIENT OFFER

After completing a new patient exam and teeth cleaning, new patients will receive:

- \$100 off their first dental treatment

OR

- Free teeth bleaching

MEET DR. JACOB SON

Dr. Jacob Son received his Doctorate of Dental Surgery (DDS) from Indiana University. He has completed hundreds of hours of continuing education with a focus on cosmetics, implant restorations, invisalign, and high quality restorative and reconstructive Dentistry. As a native of New Mexico, Dr. Son grew up hiking, rock climbing, and downhill skiing. In his free time he enjoys spending time outdoors, and doing photography.