

February 2021



Monthly E-Newsletter

Inside the Issue



MEMBER HIGHLIGHTS

Page 2-3



FEBRUARY AT A GLANCE

Page 4



This Valentine's Day!!

VALENTINE'S DAY AT YOUR BUSINESS!

Page 5

SPONSORSHIP OPPORTUNITY FOR YOU

Page 6

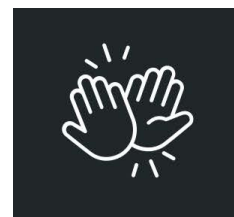


GIVE YOURSELF A HIGH FIVE

Focus on implementing best practices in 5 key areas of digital marketing

by Matt LeBeau

Pages 7-9



~MEMBER HIGHLIGHTS~

RENEWING MEMBERS

67 Years

Lafayette Lumber
Lafayette Florist & Garden Center

45 Years

Morrell Printing Solutions

38 Years

Stan's Automotive
Nesheim Cleaning Services

24 - 37 Years

New Century Group
Textile Network
VCA All Pets Animal Hospital
Great Western Bank

14 -19 Years

South Boulder Rd. Liquors
State Farm Insurance-Jeannie Hulse
Friends of Peak to Peak
Good Samaritan Medical Center
CMIT Solutions
Prospine Chiropractic

8 - 11 Years

Klose Training & Consulting
DeSantis Law Firm
Vintrey
Centaur Village Merchant's Assoc.
Menchie's Frozen Yogurt
Efrains Mexican Restaurant
Treehouse Learning



6 - 7 Years

Colorado Fit Snacks
Sport Clips
Servpro of Lafayette/Louisville
Steve Harris Attorney at Law

2 - 4 Years

Juice Plus - Mark Brungardt
Speedy Sparkle Car Wash
Orangetheory Fitness
Transworld Systems
Encore Data Products
Coal Creek Oral Surgery and
Dental Implant Center
Bolyards Collision Center
8Z Real Estate

1 Years

Causeway Digital
FNBO-Erie
Cowabunga
Bright Financial Services
Boulder Area Realtor Assoc.
Ready Mixed Concrete
Via Mobility Services
Advanced Urgent Care



~ NEW MEMBERS ~

Out Boulder County

Juan Moreno
(303) 499-5777



The Well Healing Center

Dr. Michelle Green
(720) 722-1622



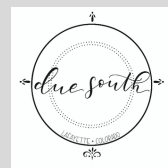
Brew Tea & Coffee Bar

Brett Hill
(720) 638-4047



Due South

Brett Hill
(720) 638-4047



Jersey Mike's Subs

Todd Tygesen
(720) 787-9975



Vulcan Mine Bakery

Gregor MacGregor
(253) 244-4879



(click member for more details)

February at a Glance



February 10, 4:30 PM

**Join us for a virtual
networking mixer
with the Louisville
Chamber**



[Click for more info](#)



February 16, Noon

**Ribbon Cutting at The
Well Healing Center!**



[Click for more info](#)



This Valentine's
Day!!

**Are you offering a
Valentine's Day Special??**

Post your special
here:

- Lafayette Chamber Hot Deals-
rolls over to our FB & Twitter!
- Lafayette Chamber Facebook
Post in Comments
- Keeping Lafayette Strong
Facebook Page

✓ **Helps Build Strong
Community**

✓ **Money Stays
Local**

✓ **It's Fun**



Click this page to watch our fun ♥Local Valentine's Day Video!

For questions: info@lafayettecolorado.com or 303-666-9555



Get Your Logo Recognized by Thousands of Locals!

Reusable shopping bags are used for our New Resident Welcome Bag and your name will literally be seen by more than a 1000 people as we not only hand deliver these bags to new residents once a month but when they reuse them at the grocery store!

Exclusive Sponsor
Logo \$750



Large
Logo
\$500

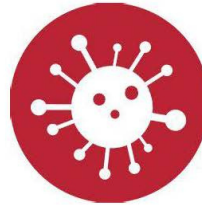
Medium
Logo
\$250

Name on Bag \$100

Chamber member Matt LeBeau of Causeway Digital gave a presentation at our virtual breakfast last month. Here are some of the key components of his **Small Business, Big Marketing - Digital Marketing Best Practices to Help You Succeed.**

The Challenge

- To one degree or another, COVID-19 has forced all businesses to become online businesses.
- Your current and prospective customers will increasingly look at your online/digital presence when making purchase decisions – where to shop, what to buy, and what to recommend.



The Opportunity

- Despite the challenges, businesses now have an ~~opportunity~~ **a requirement** to rethink priorities and processes to stay open and be successful.
- This includes harnessing the power of digital marketing to identify and optimize activities that provide the greatest return on investment (ROI).
- Using digital marketing tools and best practices, you can effectively promote your business and measure the impact of your efforts.



5

High Five: **Key Areas**

- Digital marketing can include a variety of strategies, channels, and tactics.
- There is no one "right" way to organize everything, but focusing on these areas can be a great way to plan.
- Taken together, they can help increase website visits, in-store traffic, improve brand awareness, and achieve your marketing goals.



7

High Five: Website

Even for brick and mortar businesses, your website should be a crucial part of your marketing strategy. Your site can provide a great avenue to connect with current and prospective customers and provide relevant information.

Recommendations:

- Create authoritative "cornerstone" content for your area of expertise. If you blog, link posts back to cornerstone content.
- Review and improve technical performance and site speed with tools like [Google PageSpeed Insights](#) and [GTmetrix](#).
- Use tools like [Hotjar](#) or [Crazy Egg](#) to evaluate page content and layout and then use [Google Optimize](#) to create A/B split tests and test hypotheses for improvement.



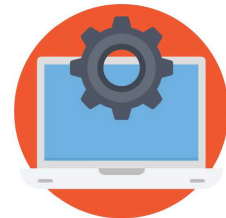
8

High Five: SEO

Organic Search traffic from Google and other search engines provides a significant and free opportunity to reach a large audience who are actively looking for something. To capitalize on this, it's important to use search engine optimization (SEO) best practices for your website and content.

Recommendations:

- Verify your [Google Search Console](#) account, which provides data about which keywords people use to find your business. Include these keywords in future website content.
- Update your website metadata to include customized meta titles, descriptions, alt image tags, and social open graph tags.
- Consider investing in a paid tool like [SEMRush](#) or [MOZ](#) to help identify additional SEO opportunities.



9

High Five: Analytics

Monitoring and analyzing website analytics can provide a wealth of information about how your site is performing, including which digital marketing channels are driving interest and providing the best results.

Recommendations:

- Use [Google Analytics](#) (and [Google Tag Manager](#)) to set up goals/conversions to track high-value actions on your website. Assign a dollar value to each conversion to see ROI by channel.
- Use the [Tag Assistant](#) extension in Google Chrome to verify setup or identify opportunities for improvement.
- Create a Google Analytics dashboard or [Google Data Studio](#) report to track key performance indicators (KPIs).



10

High Five: Social Media

Improve brand awareness, engagement, and two-way dialog by following social best practices for content, engagement, and advertising.

Recommendations:

- Verify your local business listings and encourage reviews, including [Google My Business](#), Facebook, Yelp, Bing, etc.
- Create digital events on Facebook and Google to highlight key activities (even while socially distanced due to COVID-19).
- Use a social management tool like [Buffer](#) or [Hootsuite](#) to automatically post content to multiple social channels.
- Like, comment, share, and tag content from other brands and organizations to encourage "reciprocity" with your content.
- Use a design tool like [Canva](#) to keep your content looking great.



11

High Five: Email Marketing

As one of the most targeted and least expensive forms of digital marketing, email campaigns can help engage and remarket to current customers, lapsed customers, and shopping cart abandoners.

Recommendations:

- Use a platform like [MailChimp](#), [Klaviyo](#), or [Constant Contact](#) which provide a variety of easy-to-use email tools.
- Create A/B split tests for subject line (or other variables like send date/time) to see which version provides the greatest impact.
- Segment your list to provide more targeted content to recipients.
- Create remarketing campaigns to reach people who have previously engaged with your content, added an item to a shopping cart, etc.



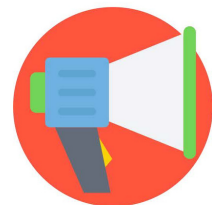
12

High Five: Paid Advertising

Reach, engage, and convert website browsers to buyers with online advertising. While promoting your business via paid platforms requires additional budget, you can see great ROI for as little as \$10/day.

Recommendations:

- Similar to analytics, set up conversions on each ad platform to use conversion-based bidding to improve performance.
- Use [Google Ads Keyword Planner](#) to research keyword opportunities related to your business.
- Build-out relevant audiences, including [remarketing](#) and lookalike.
- If needed, work with an expert to help launch campaigns and review/optimize on an ongoing basis to improve performance.



13