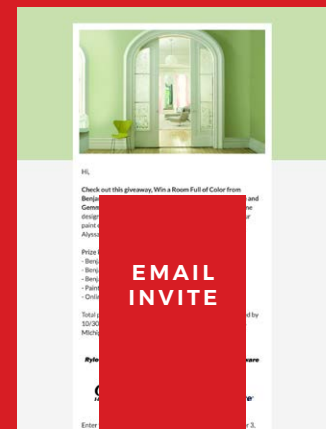


# Using Co-Op Dollars to Qualify Leads

At Advance Ohio, we believe that a good strategy covers all areas of the sales funnel. From branding and awareness, to direct communication with prospects, to enticements that create action for your brand, and most important, delivering qualified leads to our clients. And when we can do all of that and have **50% of the bill paid with Co-Op Dollars**, it magnifies the win, doing more with half the investment for our clients. That's just what happened with a member of a national hardware retailers' cooperative.

## Bundling products that work well together drove 1,454 leads

The strategy included offered an **enter-to-win**: a "room full of color" from a well-known paint brand. This gift was the enticement that would include interior wall, ceiling, and trim paint, painting tools and accessories, and an online consultation, and was valued at \$500. As a partnership between this hardware store and paint supplier, 50% of the cost of the sweepstakes and its promotion was covered by the paint supplier.



## In-person classes bring relief to 45 people

### Juggling jobs with at-home learning and more prompt many parents' decision

Melissa Park [@melissapark](#)

When school buildings closed in March and classes were moved online because of the coronavirus pandemic, it was a struggle for British Columbia to begin a full-time job while also caring for children at home.

"There were classes when I was able to work from home, which helped a lot, but I had to be home to help with the kids and also have to take care of the household as well," said Larkins.

Because of the trouble she faced with helping her kids learn virtually, Larkins chose to send her children back to school for in-person instruction this year, despite her concerns about the ongoing pandemic.

"The ones with children in third, fourth and fifth grade went back. About 80% of families at Hillbrook Elementary School have chosen to send their kids for in-person classes this year."

The district, which is offering face-to-face and online instruction, will be sending students back to the first day of school Wednesday.

"Students not present — all learning needs — pulled Wednesday morning outside Hillbrook Elementary School, 282 St. 20th St., waiting for the bus to equal the start of the first day. Parents brought their children goodbye, then watched students were escorted from the driveway to the school."

Some families who were congregating outside of the school building Wednesday shared similar concerns about the state's virtual learning and on-campus classes.

"I'm not sure if it's a good idea to go back to school because the kids have been home for so long because of the pandemic. But, the school has been open for a while and the kids have been home for so long because of the pandemic."

"It was so much for us at home trying and taking all these kids to school," said Park, who has two children in second grade and one in first grade.

"It's so grateful for their teachers, because I had a very hard time learning to meet what their needs were, school was very challenging."

Park said she isn't even considering getting a job now because she's worried about her children's health and the school's ability to keep them safe.

"The guard we're in a situation that it didn't financially last year but now it's a lot worse," she said. "That's why I'm not even considering leaving to get a new job again because, when I was in a similar situation, they did not have the resources to get me back to work."

Administrators know many working families may have struggled with online learning this fall, which proved a role in the district's decision to offer both in-person and virtual learning.



Principal Larkins directs students Wednesday as they return to Hillbrook Elementary School in Hillbrook. [COURTESY, HILLBROOK](#)

## Grand Rapids preparing to lay off 45 people

A food service contractor at Gerald R. and International Center says it will permanently lay off 45 employees if business doesn't rebound by mid-October.

WISST said the employees, who are all food service workers, will be notified by Oct. 15 whether they will be permanently laid off.

The COVID-19 pandemic has driven down the demand for food service workers at the International Center, the company said in a blog. Letter to the Michigan Department of Labor and Economic Opportunity.

"There is the history of the aviation and the transportation industry, here we have a very different customer experience and we're not sure we can recover for a long time."

Company officials would not be reached for comment.

WISST is based in Bethesda, Maryland, and operates in more than 200 airports worldwide and across the United States. It employs about 41,000 employees, and is a national leader in the industry.

## Hudsonville Ice Cream starts \$3.50 expansion

Hudsonville Ice Cream is adding 150,000 square feet of frozen space at its 400,000-square-foot facility in Hillbrook.

The 150,000-square-foot expansion will be completed in the spring.

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First, digital display was used to generate branding for the hardware locations and the paint brand. This layer created a repetition of message, reminding audience members of the quality of both entities, and the hardware shops as a location to access a great home improvement product. This display was served on our local publisher channel, among trusted new and other informative content. It was also expanded and used in a high-impact position: as a "take over" of a specific, well-traveled page of the site. In parallel, these two tactics ensured visibility and brand recall, and in particular the high impact ads drove clicks to the enter-to-win information.

At the same time, a two-drip email campaign was utilized for this client. Sending a first time always generates a bump in entrants, but the second offers a sweep for audiences that may have neglected to act the first time around. Together, these emails generated an impressive lift for the sweepstakes.

And most important, all of the sweepstakes entries came with the encouragement to opt-in to future communications from the store, about the paint supplier specifically or other home improvement products that would be of interest.

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