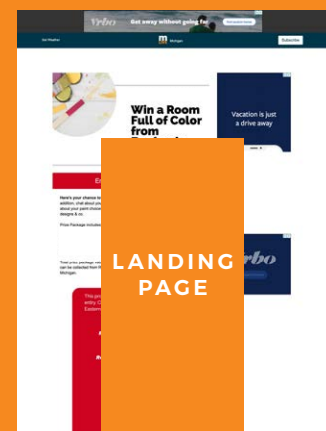
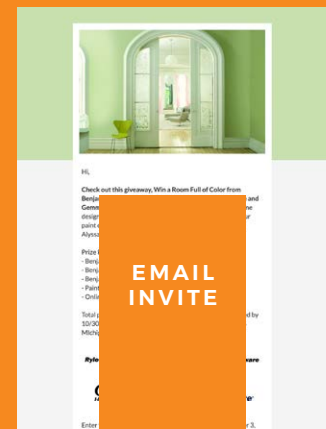


# Using Co-Op Dollars to Qualify Leads

At MLive Media Group, 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.



HOLLAND

## In-person classes bring relief to 40 people

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

MARINA PERK [@mperk10](#)

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 two young children at home.

"There were times when I was able to work from home, which helped a lot, but I had to be very flexible with my schedule because I was also doing schoolwork at home," said Calista, a second grader at Depueville School.

Because of the trouble she faced with juggling her kids' home learning, Calista chose to enroll her children back in school for in-person instruction this year, despite her concerns about the ongoing pandemic.

The move with children to school, much like other parents' choices, was not without its challenges. In the first day of school Wednesday, Calista and her husband were at the school for an hour, waiting for the bus to equal the start of the first day.

Some families who were congregating outside of the school building Wednesday shared similar concerns about the return to in-person learning and on working parents.

"It's been difficult for a lot of parents," she said. "I had to work from home, but I was also doing schoolwork at home because I was also doing schoolwork at home." She said she was able to work from home, but she was also doing schoolwork at home.

"It was so much for us at home trying and taking all these kids to the school," she said. "It was so much for us at home trying and taking all these kids to the school."

"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."

Perk said she's even considering getting a job now because she's worried about her future classes work for the next year.

"The greatest one is a situation that is difficult financially for you to be able to go to school," she said. "That's why I'm even considering looking to get a new job again because, when I have a couple months, they'll be able to go back to school."

Administrators know more 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 Stephens directs students Wednesday as they return to Depueville Elementary School in Holland. [COURTESY, HOLLAND](#)

"It's like schools can't be the only centers — that's not what we're here for — we are recognizing that school plays a huge part in a family's life, and for families that need it the most," Calista said.

At the beginning of the school year, the district was planning to offer in-person learning, but it was not clear if it would be possible in the spring.

"The thing about remote learning that we've missed the most is being with the kids," she said. "It's so hard to be a parent and not be able to see your kids."

"I think that we need to have more of that," she said. "I think that we need to have more of that."

GRAND RAPIDS

## Airport contractor preparing to lay off 40 people

A local service contractor at Gerald R. and International Airport says it will permanently lay off 40 employees if business doesn't rebound by mid-October.

DEKOR said the employees, who are all non-union, will be prepared to leave by mid-October.

"There is the history of the aviation and the transportation industry, here we have a very strong customer base," DEKOR said.

Company officials would not be reached for comment.

DEKOR is based in Bethesda, Maryland, and operates in more than 200 airports worldwide and across the United States. It is currently about 41,000 employees, and in a national sales revenue of \$2.5 billion.

HOLLAND

## Hudsonville Ice Cream starts \$3.50 expansion

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

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

"We're really excited about the expansion and the additional space we're adding to our facility in our new region of West Michigan," says CEO Steve Hildebrand.

"This expansion allows us to increase our production and produce top-quality ice cream for the state and beyond."

With this project, our ice cream will be produced in our new region, which is a commitment to our customers and the community.

"In addition to our new space, the factory will be upgraded with state-of-the-art equipment to improve our production process. It can reach temperatures as low as -20 degrees."

"This expansion allows us to increase our production and produce top-quality ice cream for the state and beyond."

For more information, visit [www.hudsonvilleicecream.com](#).

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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