

Littleton Economic Notes

August 2013

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Littleton Businesses

The Long Building Technologies headquarters building at 5001 S. Zuni St. was recently awarded LEED (for commercial interiors) Gold Certification by the U. S. Green Building Council. Long's \$7 million self-funded project overhauled and improved the corporate building through energy efficient and water saving upgrades. In achieving the prestigious Gold LEED certification for their own building, Long Building Technologies brings real world expertise to their work with clients seeking better buildings. 303.975.2120; www.long.com

Dr. Mark Strum celebrated his 37th year in practice in Colorado and his 35th year in Littleton this spring by relocating his practice and optical dispensary, Specs Appeal, to 2 W. Dry Creek Circle, #230. He and associate Dr. Amy Gallegos are therapeutically certified optometrists and are licensed to treat eye disease and co-manage eye surgeries. They also fit contact lenses for all types of vision problems. 303.795.7520

A Grand Opening Celebration with a packed house marked the opening of Pho 007 at 389 W. Littleton Blvd. this summer. Thong Hoang's family restaurant serves a wide range of Vietnamese food that includes numerous selections of appetizers, Pho items and lunch specials. 303.797.5488; www.pho007.com

Matthew McClellan has opened a call center for Denver Guerilla Marketing at 791 Southpark Dr. His company offers a range of marketing services including website design, blogging campaigns, product branding, graphic art and internet marketing to name just few. 720.445.4511; <http://denverguerrillamarketing.com>

Months of renovation have led to a beautiful space for downtown Littleton's newest business, Pho Real, located at 2399 W. Main St. Owner Victor Nguyen held a grand opening celebration the first part of August just in time to treat Western Welcome Week participants to the variety of traditional Pho cuisine he offers. 720.638.6884

A recent edition of the Your Hub section of the *Denver Post* featured The Inside Scoop Creamery (5654 S. Prince St.). Owners Andrew Myher and Steven Longman offer 24 flavors of ice cream that is handcrafted in the store (flavors change weekly) along with malts, sundaes and root beer floats. 720.798.0618; insidescoopcreamery.biz

The long awaited Rice Bistro & Sushi restaurant has opened in the Aspen Grove Shopping Center (7301 S. Santa Fe Dr., #410) with the extensive lunch, dinner and sushi menus for which these restaurants are known. 720.638.5149; info@ricebistrodenver.com

Calendar

HDLM: 8:00 a.m., Wednesday, Sept. 4, Town Hall Arts Center

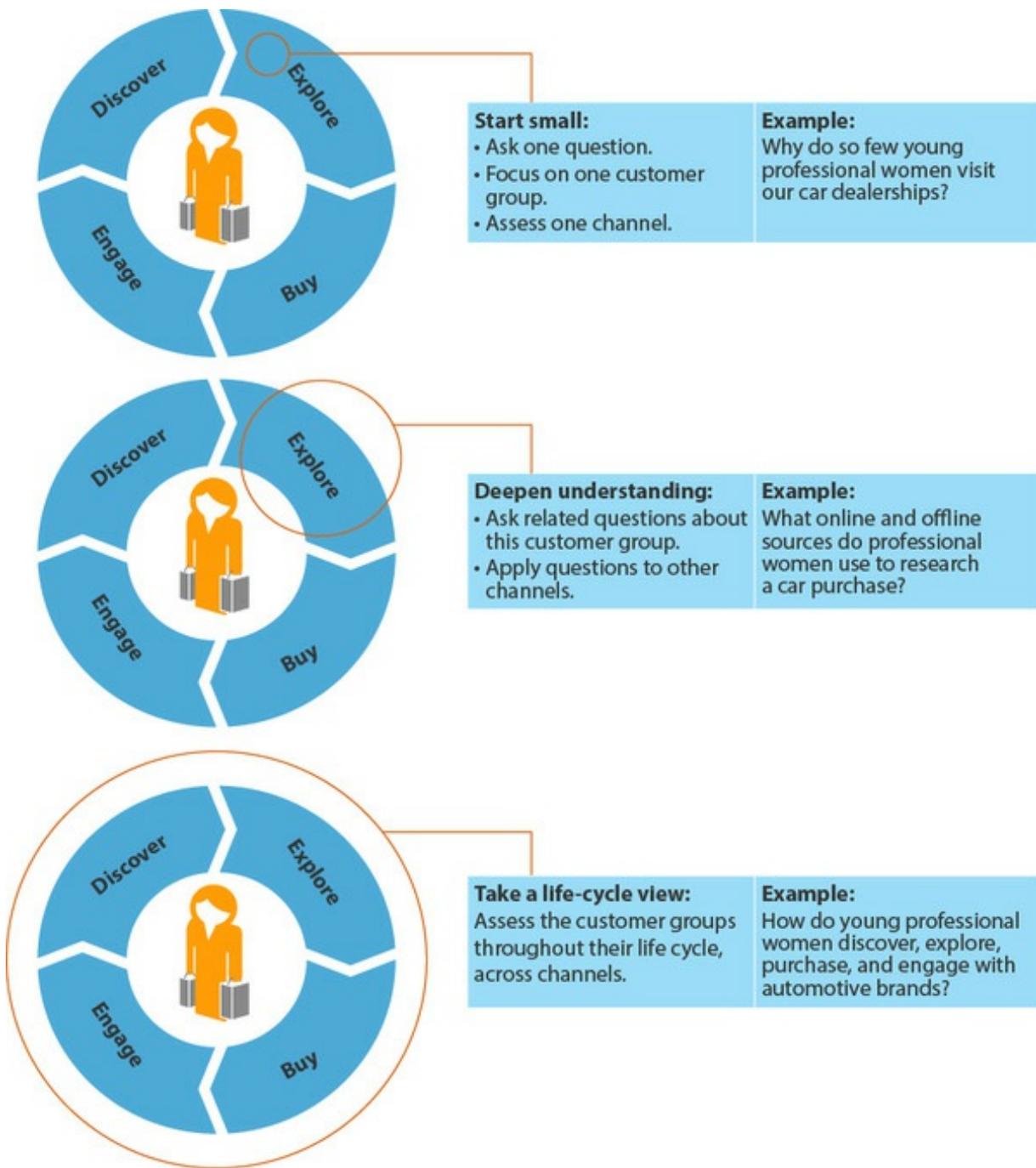
Downtown Branding Discussion: What is Your Vision for the District? 8:00 a.m. - 9:30 a.m. Monday, Sept. 30, Monday: RSVP to jricca@littletongov.org

Insights

Customer Intelligence: Know More to Sell More

In June's business seminar "Power Up Your Business Strategy," we talked about the importance of knowing who your customer is. What we didn't share was how to go about collecting and analyzing customer data in order to make good business decisions. The topic can be overwhelming: on their website [IBM](#) claims that 90% of the total data that ever existed has been created within the last 2 years while computer research group [iSGTW](#) estimates that only 1% of that data has been analyzed. The multitude of customer data channels –in person, on the web, by phone, through social and traditional media – to name just a few, can make it difficult to know where to begin.

The good news is that there is no argument regarding the high value that collecting and analyzing customer data brings to your business and that you can start slowly and modestly. In fact, Forrester Research analyst Cory Munchbach suggests asking just one question of one customer group through one communication channel. From that small beginning you can deepen your understanding with related questions across multiple communication channels. Your ultimate goal is using the data to understand the entire life cycle of your customer's purchasing behavior so that your marketing is in synch with your customer's motivation and ability to buy. Munchbach's survey process is outlined in the graphic below.



Source: Forrester Research report “Make the Switch to the Customer Life Cycle” by Cory Munchbach w/David M. Cooperstein and Alexandria Hayes, May 6,2013.

If you’d like to learn more about the Forrester model of surveying customers or other free and low-cost tools and techniques you can use to collect and analyze customer data, our team in the Economic Development department can help. Just contact Recca Larson at 303-795-3758 or rlarson@littletongov.org to discuss your needs and schedule a meeting.

Past issues of the Littleton Economic Notes are on the City of Littleton website at <http://www.littletongov.org/index.aspx?page=212>

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