

# Hats Off to Our Team Members: Here's What We Accomplished in Q1 2020

PORTLAND, Ore. — MAY 12, 2020

At Logical Position, we take immense pride in everything we do for our clients and our local communities. As the COVID-19 pandemic continues to disrupt our daily lives and the global economy, we wanted to take a moment to look back on everything that was accomplished in our first quarter of 2020 and applaud the hard work of our team.

We realize that it might seem strange to share our achievements while so many are suffering. However, we believe our employees deserve to be celebrated for the many wins and endeavors they've spearheaded throughout the year. We hope you will join us in giving our staff a virtual high-five.

Following is an overview of highlights from LP's first quarter of 2020.

## COVID-19 Response:

- In an effort to do our part to slow the spread of COVID-19, LP transitioned more than 600 team members to work from home in just seven days – a full week before Oregon Governor Kate Brown instituted a state-wide stay-at-home order. [Learn more about how LP built its virtual team here.](#)
- To help small businesses adjust to a changing economy, LP has created a free hotline to share solutions with business owners. **Businesses are encouraged to call 1-855-BIZ-LINE for a complimentary, no obligation, business strategy consultation.** The hotline serves as a friendly business strategist and is open from 7 a.m. - 3:30 p.m. PST Monday through Friday. [Learn more here.](#)
- To compliment the hotline, LP also welcomes conversation in its [virtual Facebook group](#) named "eCommunity: Business Survival Guide." Open to anyone who has questions or advice that will help us all weather the economic downturn, the group emphasizes increasing a brand's digital presence to retain customers and grab direct-to-market share.

## Recent philanthropy efforts:

- Volunteer project benefiting the Oregon Food Bank – In partnership with Microsoft, employees from LP's Portland offices produced nearly 6,000 pounds of boxed oats which provided nearly 5,000 meals for families in need.
- Valentine's Day card drop – LP team members in Portland delivered homemade cards to the Avalon Retirement Community on Valentine's Day.
- Raised funds for the Special Olympics of Oregon – Nearly 40 LP employees raised money for and participated in the 2020 Polar Plunge in Oregon, which benefits Special Olympics athletes throughout the state.

## Recent awards and recognition:

- [US Social Media Awards Finalist](#) – The US Social Media Awards celebrate those who are using online platforms to communicate in fresh and innovative ways. LP is a finalist in the Best Use of Paid Social category, winners will be announced later this year.

## Recent events and other developments:

- In January, LP announced that it would be moving to a new 70,000 square-foot headquarters building in Lake Oswego, Ore. Located at 6000 Meadows Road, the new headquarters is expected to open later this summer and will serve as homebase to employees working in operations, finance, marketing, engineering, client services, and paid search. [Read the story by the Lake Oswego Review here](#). Additionally, the new building is Leadership in Energy and Environment Design (LEED) Platinum Certified.
- The agency also expanded its footprint in Chicago with the announcement that it moved into The Reserve at Deer Park. LP now occupies the entire seventh floor, totaling nearly 43,000 of the building's 351,425 square-feet. The new space is also Energy Certified.
- Hosted a Digital Marketing 101 Lunch and Learn – Held at Portland State University, the event was free to attendees and featured local leaders in the digital marketing industry who discussed how to use social media to increase brand awareness, leveraging Google Ads for keyword optimization, and SEO best practices.
- Hosted a Digital Growth and Innovation Summit – Led by LP's director of business development, who previously was the head of business development at Google, the event featured a panel of local thought leaders and executives who discussed strategies for 2020 plus how to set online growth goals and execute them.

## About Logical Position

[Logical Position](#) (LP) is a digital marketing agency offering paid search, shopping, and social advertising, search engine optimization, and website design. LP has won consistent accolades as an *Inc.* 500 company, a Microsoft Advertising Global Channel Partner of the Year, a Premier Google Partner Award Winner, a Fastest Growing Company (*Portland Business Journal*), a Top Workplace (*The Oregonian*), a 100 Best Company (*Oregon Business*) and #3 Best Workplace in the country (*Inc.*). Headquartered in Lake Oswego, Ore., LP runs additional offices in Denver, Chicago, Las Vegas, Austin, Charlotte, and Phoenix.

For more information, please visit [logicalposition.com](http://logicalposition.com), [instagram.com/logicalposition](https://www.instagram.com/logicalposition), and [facebook.com/logicalposition](https://www.facebook.com/logicalposition).

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