

# Blog Post

## 4 Reasons Online Shopping is Getting Outdated

### 1. Delivery can be impossibly inconvenient.

There really doesn't seem to be any rhyme or reason to when a delivery person will leave a package unattended. Whether you're expecting a new TV, or just an uncommon lightbulb, it's always an agonizing gamble to figure out when you should be home.

If you're like us, you'll take a day off to "work from home," and it'll never arrive. You'll then push it to work from home on a second day. Finally, when you go to take out the trash, you'll come back to find an "UNABLE TO DELIVER" slip on your door.

For all that trouble, you could have just made the trip across town to ye olde fashioned mall.

### 2. It's too easy for packages to get stolen.

Ah yes, there's always the eternal question: *"Is my package late, or was it stolen by that creepy neighbor."*

When the delivery folks *do* decide to leave your package unattended, it often runs the unfortunate risk of being nabbed. With mail theft on the rise, the security of doorstep packages is less and less dependable - and there's nothing worse than losing your delivery before you ever open it.

### 3. It's not as discreet as we thought.

Anybody in a committed relationship can attest to the value of keeping some secrets. If you live with your significant other, you can also attest to how IMPOSSIBLE it is to do that!

With the boom of online shopping during the 2000s, new opportunities for discreet shopping arose. Rather than sneaking around your loved ones' backs on solo "errands," you could do all your gift shopping with a stealthy click of a button.

Until the package showed up on your doorstep while you were at work, with "YOUR NEW SHOES HAVE ARRIVED!" Way to blow it, stupid box.

#### **4. Grocery deliveries never end up like you hoped.**

Online grocery shopping has to be one of the most awesome inventions of the 21st century - or it would be, if it could figure out the whole "temperature thing."

Anybody who has dared to order grocery deliveries knows the struggle all too well: your order comes *right* when you're out of the house. By the time you come back, almost all your perishables have - well, perished - and everything else is soggy from the melted ice packs.

#### **It's time to bring shopping to the modern age with a modern doorman.**

A new start up, LiLoE Labs, has the solution for these primitive online shopping headaches. They're introducing a brand new system - Jeffrie - designed to make your package deliveries as seamless as possible. This "modern doorman" is actually an insulated, portable receptacle that can be hung from your front door to securely receive packages. You'll get a notification the moment it's delivered via an app, and only you will be able to access the package. Oh, and don't worry about those groceries - they'll stay cold for 4-8 hours.

Learn more about Jeffrie and LiLoE Labs at [www.hellojeffrie.liloelabs.com](http://www.hellojeffrie.liloelabs.com)!

# Facebook Posts

**File Under: Things-We-Want-In-Our-Jeffrie-Right-Now. Has anybody else ordered from virtual reality gear lately?**

LINK: <http://www.twice.com/thewire/zeiss-vr-one-plus-virtual-reality-headset-launches-nationally-best-buy/62641>

TARGETED PROMOTION: Personae #1, #2 & #3

**Take-out, anyone? Have dinner ready & waiting with your new doorman, Jeffrie. @HelloJeffrie**

IMAGE: [https://c1.staticflickr.com/8/7048/6785825240\\_b8ae21bf72\\_b.jpg](https://c1.staticflickr.com/8/7048/6785825240_b8ae21bf72_b.jpg)

TARGETED PROMOTION: Persona #1

**#Throwback to when the awesome folks at @My Cool Inventions brought us in to talk about our favorite doorman, Jeffrie. #throwbackthursday #tbt**

VIDEO: "My Cool Inventions" feature

NOTE: post on a Thursday

TARGETED PROMOTION: Personae #1, #2, #3, #4, #5, & #6

**Whether it's your weekly snacks or a surprise from your friend, keep your special deliveries safe. #HelloJeffrie**

IMAGE: [https://c1.staticflickr.com/4/3072/2353845688\\_36a304eb95\\_b.jpg](https://c1.staticflickr.com/4/3072/2353845688_36a304eb95_b.jpg)

TARGETED PROMOTION: Personae #1 & #6

**Keep your packages secure with Jeffrie! #HelloJeffrie**

LINK: [http://www.huffingtonpost.com/entry/how-to-avoid-getting-your-packages-stolen\\_us\\_56659500e4b08e945feff616](http://www.huffingtonpost.com/entry/how-to-avoid-getting-your-packages-stolen_us_56659500e4b08e945feff616)

TARGETED PROMOTION: Personae #4 & #5

# Newsletter

## Persona 1

**SUBJECT: Fighting crime w/ dog poo. [POOP EMOJI]**

Did you catch [this article](#) from the SF Gate?

In [the most epic](#) news story of the year ([we think](#)), a San Francisco man just got sweet, sticky revenge on the guy who was stealing packages from his doorstep. [Spoiler: it involves](#) security cameras, creativity, and a “special delivery” from the family dog.

As funny as this story may be, package theft is [no joke](#). With more and more parcels [jacked](#) every day, it’s increasingly difficult to keep your deliveries secure - especially if [you’re](#) on-the-go.

We’re rolling out Jeffrie (A Modern Doorman) as an equally creative, but slightly less smelly, solution. [Whether it’s an expensive new toy, a crucial part of your current project, or just an impulse buy](#) - Jeffrie will keep it safe.

Learn more, and get to know Jeffrie, at [www.hellojeffrie.liloelabs.com](http://www.hellojeffrie.liloelabs.com).

## Persona 2

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## Persona 3

**SUBJECT: Not all heroes wear capes...**

Did you catch [this article](#) from the SF Gate?

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As funny as this story may be, package theft is [a serious problem](#). With more and more parcels [stolen from doorsteps](#) every day, it's increasingly difficult to keep your deliveries secure - especially if [you're](#) on-the-go.

We're rolling out Jeffrie (A Modern Doorman) as an equally creative, but slightly less smelly, solution. [Whether it's an expensive new toy, this week's groceries, or a crucial part of your current project - Jeffrie will keep it safe.](#)

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## Persona 4

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As funny as this story may be, package theft is [a serious problem](#). With more and more parcels [stolen from doorsteps](#) every day, it's increasingly difficult to keep your deliveries secure - especially if [your family is always](#) on-the-go.

We're rolling out Jeffrie (A Modern Doorman) as an equally creative, but slightly less smelly, solution. [Whether it's an expensive new toy, this week's groceries, or a crucial part of your current project - Jeffrie will keep it safe.](#)

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## Persona 5

### SUBJECT: One Man's Stand Against Package Thiefs

Did you catch [this article](#) from the SF Gate?

In [one of this year's funniest](#) news stories, a San Francisco man just got sweet, sticky revenge on the guy who was stealing packages from his doorstep. [His tools:](#) security cameras, creativity, and a "special delivery" from the family dog.

As funny as this story may be, package theft is [a rising issue](#). With more and more parcels [stolen from doorsteps](#) every day, it's increasingly difficult to keep your deliveries secure - especially if you're on-the-go.

We're rolling out Jeffrie (A Modern Doorman) as an equally creative, but slightly less smelly, solution. [Whether you're expecting a new gadget, the crucial piece for your next project, or a package from family - Jeffrie will keep it safe.](#)

Learn more, and get to know Jeffrie, at [www.hellojeffrie.liloelabs.com](http://www.hellojeffrie.liloelabs.com).

## Persona 6

### SUBJECT: One puppy's "special delivery"... [DOG EMOJI]

Did you catch [this article](#) from the SF Gate?

In [our favorite](#) news story of the year ([so far](#)), a San Francisco man just got sweet, sticky revenge on the guy who was stealing packages from his doorstep. [We won't give it a way, but it involves](#) security cameras, creativity, and a "special delivery" from the family dog.

As funny as this story may be, package theft is [no joke](#). With more and more parcels [nabbed](#) every day, it's increasingly difficult to keep your deliveries secure - especially if you're on-the-go.

We're rolling out Jeffrie (A Modern Doorman) as an equally creative, but slightly less smelly, solution. Whether you're expecting your latest subscription box, those new boots, or treats for your own pup, Jeffrie will keep it safe for you. (Plus, who doesn't love an instant delivery notification?!)

Learn more, and get to know Jeffrie, at [www.hellojeffrie.liloelabs.com](http://www.hellojeffrie.liloelabs.com).

# Twitter Posts

**The wait is over for #FrankOcean. Why keep waiting for your packages?**

IMAGE: <https://advancedadobo.files.wordpress.com/2015/08/ctjkyjueaaovs.jpg>

**You already have a job, and it isn't waiting around for the delivery guy.**

**[www.hellojeffrie.com](http://www.hellojeffrie.com)**

**The only thing worse than waiting for a #textback is waiting for your packages.**

IMAGE: <http://cdn.mamamia.com.au/wp/wp-content/uploads/2015/04/bubble-fb.jpg>

**Dear Groceries, Get inside me. -Jeffrie**

IMAGE: Z39A0830

**Your packages are there waiting, even if you aren't.**

IMAGE: Z39A0610