

PLUMB MARKETING STRAIGHT & SWEET



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New invention enables transmitting ink directly to paper

Extra, extra, read all about it! New device permits users to put ink directly on paper without an electronic or computer interface. Press a key and voila, there it is! It's called a...wait for it...typewriter. What's old is new again!

Okay, this may not happen with the typewriter—but it's already occurring with direct mail. Once pronounced "near death" as part of the declining print realm, direct mail is coming back strong. What's old is new again. Its relative "novelty" contrasts with email—which gluts our inboxes as direct mail used to fill our mailboxes.

A December 2013 forbes.com article points out, "If Direct Mail Is Dying, It's Sure Taking Its Time About It...record year for catalogs jamming my mailbox...It's great that I get them, at least 100 so far this season, and it's even greater that so many companies continue to produce them... Why do they do it in this era of e-commerce? Lots of reasons, but the short version is that direct mail, catalogs in particular, work. They're profitable and they bring in revenue the companies can't touch with electronic marketing alone."

The article identifies two drivers of the "enduring power" of direct mail: It's often the only reliable way to reach somewhat affluent males; and the growing 50+ crowd, possessing much more money than younger people, will deal in print as readily as the cyberworld.

The author goes on to say what we've been trumpeting: that it's a combination of print and digital that gets the job done. "But, as often as not, most people who order from print catalogs do it online," the article

claims. Other items in the Forbes piece meriting special attention include:

- "The catalogers adhere to the basic rules of direct mail, one of the most important of which is ALWAYS HAVE A UNIQUE OFFER and make it clear."
- Basically, everything in a marketing communication media including direct mail has to answer one question right away: What's In It For Me?

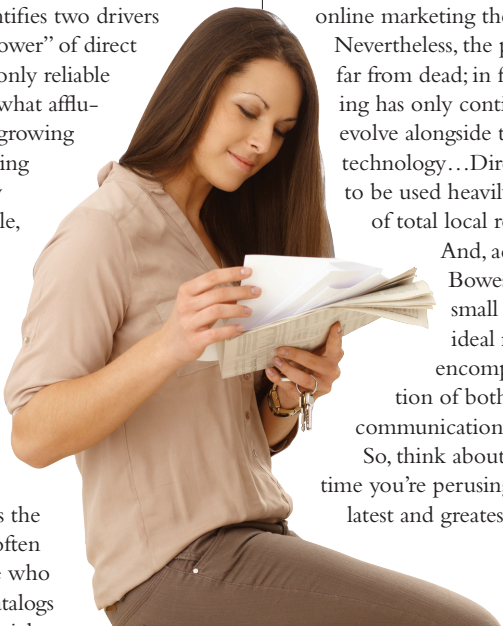
- "The great catalogers test all the time...They test and track the results and use the information to get more profitable every time out."

The article concludes, "But direct mail is not going away... The industry is still selling millions of dollars' worth of products and services. It's not hip and happening, not 'now' but it is highly effective and very profitable."

Supporting this position is a January article in marketingprofs.com headlined, "Print's Not Dead: Print Marketing Will Thrive in 2014 and Beyond." It states in part, "As technology continues to develop – and change the way we do business – many have considered print a dead medium and online marketing the wave of the future. Nevertheless, the print industry is far from dead; in fact, print marketing has only continued to grow and evolve alongside the upsurge of new technology...Direct mail continues to be used heavily, with a 43% share of total local retail advertising.

And, according to a Pitney Bowes survey, 76% of small businesses say their ideal marketing strategy encompasses a combination of both print and digital communication."

So, think about direct mail the next time you're perusing your inbox for the latest and greatest.



is now



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MARKETING

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plumbmarketing.com



STRAIGHT TALK by LYNNDELL EPP

Map out prospects before starting your journey

When it comes to client prospecting, many of us go deer in the headlights. So many possibilities, so much to analyze, so many different paths to take...and then there's creating the right environment to make a sale. Yikes!

Don't try to eat the elephant in one bite. Start with one basic idea: profiling perfect people for your business. Typically, they are modeled after your ideal present clients. Start by looking at who, why and what.

"Who" is about who they are, including education level, family size, ethnicity, income, age, gender, place of residence.

"Why" is about why they act the way they do, including hobbies, lifestyle, attitude, personality, political affiliation, values, religious views and interests.

"What" is about overarching issues, addressing such questions as—What are their biggest worries, pains or frus-

Continued on page 2



Google+ ties together social media presence, influence, intelligence

The following article published in the Denver Business Journal March 3, 2014. It features Sandra Watson, a Plumb Marketing colleague and consultant.

Small Business Guide Strategies: Social media reaches small business crossroads

If you're like most small businesses, you've experimented with one or more social media channels in hopes of growing awareness of your offerings. Now, it's becoming much more about growing interest in your offerings.

According to Sandra Watson of ABC's of G+, a provider of training on how to use Google+, Google's search algorithm now

Thank you Lynndell and team

"Lynndell & team: the programs for our Hope Club Fashion Show were a huge success! Thank you so much for everything you, Briana, Rick and any others did in order to deliver these so timely and so beautifully done!...Please thank the entire team on behalf of the Hope Club!" -Janet Turner

STRAIGHT TALK

Map out prospects before starting your journey

Continued from page 1

trations? What do they really desire most? What keeps them up at night? What is their biggest single problem that you can solve?

After filling in the blanks, start connecting the dots. Make this fun, and don't over-analyze it.

Remember, you're dealing with existing ideal client profiles—so it should be easy to get a handle on a number of the "who's," "why's," and "what's" without a lot of digging. As the picture fills in, you'll start to see how what you do matches up with who, why and what they are. In turn, this will give you ideas for how to market to these existing clients more effectively, as well as provide a template for how to appeal to like-minded ideal prospects.

Want to practice? Give me a call, and we'll schedule an hour to start getting you down the right road. But be forewarned: Just like a compelling puzzle or game, once you start it may be hard to stop!

To learn more about how Google+ can help you and your business in your marketing efforts, visit <http://bit.ly/1irMUCc>

zeroes in on "semantic search" consisting of conversational sentences, phrases and paragraphs. Traditional SEO tools such as keywords and links are dwindling in influence.

Bottom line: Google wants you to tell your story in an informative and compelling way instead of peppering everything with keywords and links in hopes of being found.

Watson maintains that this search proto-

col is encouraging people to be authentic, show their humanity, and create likeability.

Far from being novel, this concept harkens back to the dawn of commerce when people did business with community merchants they liked and trusted. Social media provides the opportunity to do it on steroids.

Google+, Google's premier social networking channel, is structured to give people — and businesses — a variety of ways to tell their stories, expand influence, and connect with their audiences.

For some, this emerging behemoth feels like Big Brother — Google intruding even further into our lives. For others, Google+ represents a versatile and powerful way to build financially rewarding friendships by engaging people who later become buyers because they like and trust the business.

For those willing to give Google+ a try, there are some ways to make it a plus for your small business. Read the article here: <http://bit.ly/1rXOaDu>.

TIPS and TOPICS

More listening. Less selling.

Listen Up! You'll discover how to become more successful while solving problems hindering that success. Chain Store Age asserts that, "Social media allows customers to take an active role in product development and assortment selection, become evangelists who play a critical (and usually unpaid) role in marketing and branding efforts, and create an ongoing, real-time (and also usually unpaid) feedback mechanism that is vastly larger and more diverse than any traditional focus group. Of course, making customers an extension of the enterprise through social media can have its downside, such as when disappointed consumers vent their frustrations in public online forums. Social listening is a disruptive practice where the retailer (or a contracted third party) monitors all avenues of social media for negative or positive comments on a brand or a chain, allowing it to quickly identify and resolve any problems." Bottom

line: Attentive listening will help tell you how to turn prospects into buyers, and how to keep them happy once you do.

Sales-free zone. Social media is about relevant conversations so it is important to use caution and discretion about your message and when it does or doesn't sell. A recent www.business2community.com article makes the case: "If you're putting 100% of your efforts on social into selling and

promoting your own deals, you're making a mistake. Think about it: you're home, on a Thursday night watching TV, relaxing, skipping through your Facebook feed, and you're seeing posts from your friends, family, and pages that you like. What are you most likely to like & comment on? Unique, fun images & questions? Or an endless string of commercials? Seeing back to back posts about the same sales event, especially if you're not in the market to buy something, can be a total turn off."





SWEET DEALS & NOTES

We're spring cleaning our data

Did we get it right? If any of your contact information—including name, email, phone, physical address and website—needs updating, let us know.

Plumb Marketing REFERRAL REPORT

Receive a **\$50 CREDIT** and jar of plum jam for every prospect you refer to us that turns into a customer. Just email us the information for any business that needs help with marketing, printing or fulfillment, and let us know who you referred so you get credit. Thank you for thinking of us and referring Plumb Marketing to your colleagues, business associates and friends.



FREE MARKETING EVALUATION

One hour consultation. No selling. Discover how to keep your budget under 7%; Identify four Marketing Systems. Learn how to develop a marketing message that will have prospects beating down your door. Email contact@plumbmarketing.com to set up a time for your FREE consultation.



GET BRANDED ...

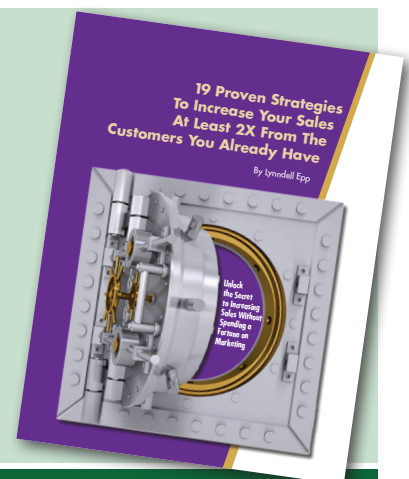
Put your brand in front of your best prospects. Order 100+ of your favorite product like logo wear, pens, mugs, caps or cups, to name a few, by June 30th, 2014 and save **\$50 OFF** the cost. **PLUS:** We will give you 100 custom printed full color business envelopes **FREE***

**Offer does not apply to postage or shipping expenses. #10 regular or window envelopes provided.*

Who is this guy showing smart small business owners the easy, fast, simple, secret and lucrative way to more customers?

If you didn't know that Lyndell Epp could help you grow your business through smarter marketing strategies, then you've been missing out. Over the last 18 years, Lyndell has worked with hundreds of companies to implement his powerful, proven strategies in many kinds of businesses to dramatically improve their advertising results. Lyndell is the owner of Plumb Marketing in Denver, Colorado, and his passion is in helping small business owners discover the better and more effective ways to market their businesses and grow their income.

Lyndell accepts coaching clients who want to dramatically improve their marketing results and income. To hire Lyndell to advise or consult and help you increase your profits, please call the office and leave a voice mail at **303-607-9424** or just email him at Lyndell@plumbmarketing.com

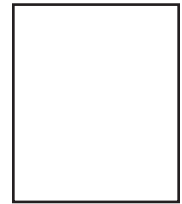




PLUMB MARKETING

2675 W. 3rd Avenue, Denver Colorado 80219
303-607-9424 O • 303-607-9428 F
www.plumbmarketing.com

Straight
to sweet
results.



PLUMB PEOPLE AND PLACES

Rhonda Lord celebrates Sweet 16 with Express Employment

Plumb Marketing vendor Rhonda Lord has become a fixture of Littleton's business community. Last November, she celebrated the 16th anniversary as owner of Express Employment Professionals, a full service staffing and HR company located at 1709 W. Littleton Blvd.

Part of the nation's largest privately-held staffing organization, Express Pros helps client companies meet professional, office and industrial staffing challenges both for long-term openings and short-term peak needs. The firm also connects job seekers with vetted employment opportunities.

Express Pros has handled a variety of challenges for Plumb Marketing, including professional placement, evaluation to hire, and provision of temporary staff for administrative, industrial and professional needs.

Briana Epp, Plumb Marketing General Manager, views Rhonda and her team as trusted partners. She notes, "They have provided staffing ranging from production workers to executive assistants since 2010. Rhonda is a pure joy. Her upbeat and fun personality coupled with consummate professionalism trickle down to her team."

Byram Healthcare has worked with Express Pros for



15 of the 16 years Rhonda has headed the firm. Byram Healthcare's Denver Operations Manager, Liz McGinty has this to say about Rhonda and her team at Express: "Initially I was working with 2-3 agencies but found Rhonda's attention to detail and consistent follow up led to her placements being a much better fit. Within 6 months, I was using Express exclusively...My current staff is made up completely of employees who came to me through Express."

Kimberly Franzman, Director of Finance/Administration for D2Xchange, echoes McGinty's positive comments. The firm hired

Express Pros to staff a major job requiring three skill levels spanning a significant number of positions. Franzman says, "Express recruited over fifty quality candidates, reference checked, drug screened and background checked each associate prior to them starting with our company in a timeline that exceeded our expectations. Express was extremely flexible with the demanding need for staff the project warranted."

Last November, she celebrated the 16th anniversary as owner of Express Employment Professionals ...

EVENTS

Gotta Love YouTube

The Valentine's Day 2005 startup is now the second most used search tool behind its owner, Google. Learn how to use YouTube to your marketing advantage at our next Plumb Marketing Luncheon Workshop presented by Kevin Campbell of Kevin Campbell Films. YouTube specialist Campbell has written and produced feature films, news stories, television commercials and pilots, and hundreds of marketing videos for corporations and entrepreneurs.

When: Thursday, June 12, 2014—11:30 AM-1:15 PM

Where: The Boardroom, Home Builder's Association, 9033 E. Easter Place, Centennial, CO 80112

Price: \$15 includes a box lunch, water, coffee and soft drinks

Sponsors: WhippleWood CPAs, Express Employment Professionals, Kevin Campbell Films

RESERVE YOUR SPOT TODAY AT:
<http://bit.ly/1j9gJMe>

SEATING IS LIMITED AND THERE'S ONLY SO MUCH LOVE TO GO AROUND!

Learn more about the Plumb Marketing Events at:
<http://bit.ly/1o6CaQT>