

PLUMB MARKETING STRAIGHT & SWEET

303-607-9424 • www.plumbmarketing.com • Cutting-Edge Marketing Strategies, Tactics & Timely Tips • Summer 2014

Find the right balance of emotional, analytical marketing

Is it better to market to emotions or intellect? This debate has raged for a long time, and won't abate anytime soon.

Proponents of both fact-based and emotionally-laden information daily saturate cyberspace, the airwaves and print publications. Some of us decry the lack of objective presentation of "just the facts," while others prefer to dwell in a highly emotionally-charged environment.

So, how does this translate to your marketing appeals? Should you attempt to sway through emotional engagement, or present a factually bullet-proof case? The answer is "yes." While some argue passionately for one or the other, the obvious reality is that different people are swayed by different arguments in different situations. There is no one-size-fits-all solution on one side or the other.

Truth is, both are valuable and important tools. Where and how to use them is where it gets tricky. More often than not, both merit inclusion in your marketing strategy. So, where do you start? By knowing your audiences, their buying preferences and decision-making criteria, and (so important) their turnoffs. Put another way, know buyer "personas" inside and out. Then appeal to them accordingly.

Avoid "know-it-alls." For example, socialmediaexaminer.com published an article that advocates emotional marketing as the solution. An excerpt from the article notes, "Did you know using facts and figures instead of images can lower interaction? Do you appeal to your audience's emotions to drive sales? Our brains are hardwired to base decisions on emotion and familiar-

ity... When you use facts and figures or list features and benefits, it has little impact on someone's behavior or buying decisions."

Okay, adopting this argument means that all marketing should be emotional and visual to appeal to everybody. When I'm looking for information that drives medical care choices, I want as many facts (generally unencumbered by graphics, videos and emoticons) as possible. But that's me. And everybody is different. Account for this in your marketing strategy and messaging.

A more recent report in business2community.com frames the debate somewhat differently, noting, "If you're anything like me, you're getting sick and tired with people posting pictures of small animals doing cutesy things on social media... The lesson though, is that content that connects with us emotionally works."

Later, the report notes, "It's easier to write with emotional language when you consider your audience... Great content begins with creating that powerful connection between you and your audience."

This brings up a critical point: Marketing has many layers and levels, and a hybrid of emotional and analytical references may be optimal to your efforts. In many situations, there is a case to be made for initiating a discussion with an emotional trigger, then supporting it with facts and figures. In others, start factually then support with persuasive, emotional language.

Make sense? Not sure where to go next with this mix? Let's talk about it: 303-607-9424; lynnell@plumbmarketing.com.



 *is now*
 **PLUMB MARKETING**

Like what you're reading? Share, like or follow it all from our website: plumbmarketing.com

  #plumbgoodmarketing

STRAIGHT TALK by LYNNDELL EPP

Funnel strong sales, marketing tools through a coordinated conduit

Most marketers don't lack ideas, but get frustrated coordinating their use to gain maximum impact, leverage and cost-effectiveness.

The challenge has become even more daunting as Internet-based marketing and sales technologies and techniques have grown exponentially over the past few years—even months! While much is new is out there, many "new" ideas are grounded in traditional approaches.

Dayna Rothman, Senior Content Marketing Manager at Marketo, which helps companies access, retain and build customer relationships, identifies a variety of "additional creative and innovative lead generation strategies that marketers can tap into..."

give your campaigns that extra 'oomph' they need to stand out from the crowd." Here are a three of her suggestions:

1. Going Guerilla...Guerrilla

Continued on page 2



Making sense of Marketing Automation

The term “automation” comes from the same root as “automaton,” which describes a non-human, robotic figure. So, some would argue that “marketing automation” and the human element are mutually exclusive. Not so fast.

We’ve all been bombarded with e-pitches that are totally irrelevant. Marketing automation actually can create totally personalized email programs addressing your interests.

As Marketo blogger Courtney McAra points out in an article about an unsatisfying online retail experience, “It might sound counter-intuitive, but enlisting the help of technology can actually make your emails feel a lot more personal...if they had been using marketing automation to send their emails, they would have seen that I wasn’t engaged...They could have asked me what I wanted to hear about or they could have allowed me to set my own subscription preferences...If this retailer was using a marketing automation platform...they’d have had the technology to look at my experiences



and behaviors across all channels and across all emails. Using automation...they could have tailored an email marketing program to me...They could’ve populated those emails with products I had actually looked at, [increasing] my likelihood of making a purchase.”

She concludes, “...retailers can use tech-

nology to make their marketing feel more human, relevant, and personal. How are you using technology to give your marketing a human touch?”

Makes sense. We can help you develop and implement a marketing automation program that will endear rather than end buying relationships. Let’s talk about it: 303-607-9424; lynnedell@plumbmarketing.com.

Follow Us

Are you on Google Plus & YouTube? If not, sign up today and follow Plumb Marketing. Watch for our HOA’s (Hangouts on Air) to share in engaging marketing conversations and learn from the experts.

<https://www.google.com/+PlumbMarketingDenver>.

STRAIGHT TALK

Use a coordinated conduit

Continued from page 1

marketing is a strategy that uses unconventional methods, often at a low cost, to get your message across. This could be as simple as putting stickers or posters up around your neighborhood, or it could be something more involved, like organizing a flash mob [a group of people summoned (as by e-mail or text message) to a designated location at a specified time to perform an indicated action before dispersing].

2. Delving into Influencer Marketing... Create a list of at least 10 people (sometimes there can be hundreds) you would love to have on your side. Then create relationships and network with those people. Swap blogs, links, and invite them to speak on webinars and at events...can also include engaging with customers who are influential and advocates of your brand.

3. Trying a Jingle or a Song...create a jingle or a song to go along with a product launch or new content asset...you have a catchy tune to put on social media, in emails, and in other lead generation campaigns.

Whether it’s a traditional or new media application (or coordinating both), we can help you make sense of it all in a coordinated, cost-effective campaign. Let’s connect: 303-607-9424; lynnedell@plumbmarketing.com.

TIPS and TOPICS

Don’t linkbait ... content create

Linkbaiting is digital advertising’s version of sensationalism. Notes mashable.com writer SAM SLAUGHTER, “You’ve clicked them before: ‘5 Things Preventing You From Becoming a Billionaire,’ ‘The Secret Video Obama Doesn’t Want You to See’ and the ever-insidious ‘[Hot Female Celeb’s] Wardrobe Malfunction’...It seems harmless enough linkbait, but stories like these have the potential to kill content marketing.”

Slaughter goes on to say that the future lies in content marketing. The term is bandied about and defined in a variety of ways. One way to categorize is it to view it in direct contrast to linkbaiting. Where linkbaiting is generally a sensationalized way of getting viewers to click into some advertising-laden messaging that most will find time-wasting, content marketing is high-quality, useful brand content that gives people cogent reasons to buy. So, don’t linkbait if you’re looking to generate long-term brand loyalty. Content create instead.

Promoting personas... let me count the ways

Here are some quick

tips from a hubspot.com article about “14 Ways to Get More Use Out of Your Buyer Personas”:

1. “Use the lingo that your personas use.” Speak their language, buzzwords, slang—whatever meshes with how they communicate.
2. “Write blog posts with specific personas in mind.”
3. “Create a video with a specific persona in mind.”
4. “Audit your existing content for persona alignment.” This addresses what you already have, complementing what you do going forward.
5. “Use dynamic content to tailor your website to different personas.” Instead of one-size-fits-all content, write to each of your personas, and make it clear who you’re targeting.

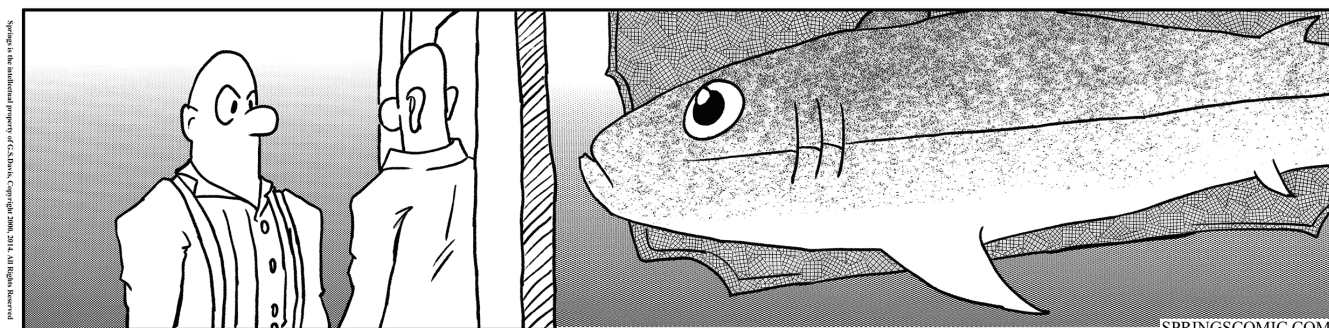
In concept, this makes perfect sense. Figuring out what all the dots are and how to connect them in the most cost-effective way is where it can get complicated.

Confounded about what to do next? We’ll help you clarify and connect: 303-607-9424; lynnedell@plumbmarketing.com.



PLUMB & PLUMBER

By G.S. Davis



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 ...

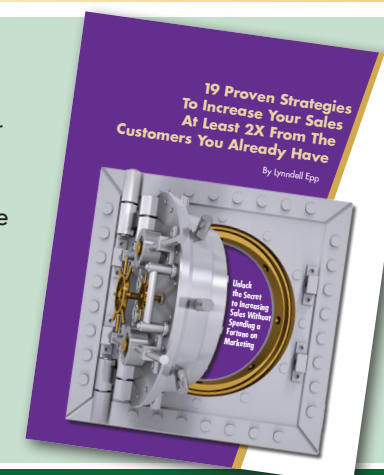
Put your brand in front of your best prospects. Order 100+ of your favorite product like logo wear, pens, mugs, caps or cups, to name a few, by August 29th, 2014 and save **\$50 OFF** the cost. **PLUS:** We will give you 100 custom printed full color business envelopes **FREE***

**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 Lynndell Epp could help you grow your business through smarter marketing strategies, then you’ve been missing out. Over the last 18 years, Lynndell has worked with hundreds of companies to implement his powerful, proven strategies in many kinds of businesses to dramatically improve their advertising results. Lynndell 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.

Lynndell accepts coaching clients who want to dramatically improve their marketing results and income. To hire Lynndell 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 Lynndell@plumbmarketing.com

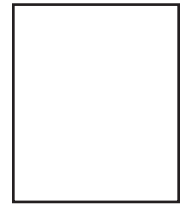




PLUMB MARKETING

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

Straight
to sweet
results.



ANNOUNCING...



PLUMB PEOPLE AND PLACES

Marsha Silletto joins Plumb Marketing

Marsha Silletto has joined the Plumb Marketing team as Account Manager/Executive Assistant. She manages project details and keeps an eye on big-picture



outcomes. In this role Marsha coordinates workflow of each job with clients, the production team, and any applicable vendors; and troubleshoots any problems or issues that arise.

Marsha also pitches in to answer the phone and greet visitors, as well as serve as “utility infielder” in other areas needing her help on a given day.

These diverse duties are a good fit for Marsha’s capabilities as a multi-tasker who can organize and prioritize. She notes, “It may sound straightforward, but it can be very challenging when you have 20 things going on at once and everything has to be done ‘yesterday.’ I understand the meaning of urgency.”

Her strengths as a people person also come in handy. Marsha emphasizes, “I am a people person. I definitely like dealing with customers and vendors. I have a good rapport with people and build strong relationships. A friend once told me ‘it’s all about relationships.’ I strongly believe that. You can do a great job and people appreciate and recognize that, but when they truly like you and like dealing with you, it makes it all the better for the customer or vendor or co-worker.”

Flexibility also is critical as part of a company where “there aren’t a lot of standard rules for our clients. That makes it important to learn the ins and out of each client to provide the type of personalized service that everybody expects and deserves. When you’re tuned in to the customized needs and expectations of each client, it makes it much easier to deal with issues as they arise.”

EVENTS

LinkedIn Marketing

Ryan Eisenbart of IOBI Systems will discuss how to make the most of LinkedIn, including building a contact base to build your bottom line, joining groups to expand networking and business opportunities, and staying consistent to achieve resilient results.

When: Thursday, August 21, 2014 – 11:30 AM -1:15 PM

Where: Achievement Dynamics, 3600 S Yosemite Street, Suite 650, Denver, CO 80237

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

Sponsors: Whipplewood CPAs, Express Employment Professionals, Kevin Campbell Films, IOBI Systems

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

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>