

PLUMB MARKETING STRAIGHT & SWEET



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

Why Plumb? Why now?

Every day, we're bombarded with headlines about how print is dead and digital is the one-and-only way to do business. We disagree with both assertions. That's why we're changing our name and revving up the set of marketing solutions we can provide to you.

In case you're wondering, we're NOT abandoning any services that we've provided for 18 years—we're just adding to them. We recognize that much business is now firmly entrenched in the realm of digital communications, and we embrace that.

At the same time, print is not dead—nor will it be. Has its use declined? Absolutely. Is it now on the upswing in such areas as direct response marketing (a/k/a direct mail) because of its novelty compared to eblasts? Absolutely. Will print and digital continue to co-exist? Without question.

Increasingly, print and digital are linking up. QR codes in print venues directing readers to websites and other information centers are commonplace.

Up-and-coming are Personalized URLs (PURLs) that enable recipients of direct mail pieces and the like to link to their own personalized website.

Once there, they can tailor content to what they most want to know about. There's also a growing trend toward including video links in print so readers can see the product or service in action. And these trends will continue to grow.

By offering five solution categories addressing global marketing needs – direct marketing, marketing consulting, printing & imaging, mailing & fulfillment, and, online

solutionst – Plumb Marketing can provide precisely what will truly work best for you. This sets us apart from the cornucopia of companies that just want to sell you their limited offering whether or not it will be the best fit—a la that old saying, "When you have a hammer, everything looks like a nail."

That's it. Our job is to give you the most cost-effective marketing tools and trajectory to heat up your bottom line. We bring all potential tools to the table, spanning print to digital...traditional to trendy...mainstream to new media. We're not going to push trendy for trendy sake. Likewise, we won't paper you with paper just because it's where we made our bones.

So, why the name "Plumb" with a plum-filled logo?

When we came up with "Plumb Marketing," we also started playing with plum. This led to the choice about whether to go with "Plumb," connoting "straight" and "true" as in a plum line...or going with "Plum" and its association to "sweet food for thought."

We decided to go plumb crazy and use both concepts. And have some fun along the way. Voila, Plumb Marketing with the plum-centric logo was born.

Our headline, "Straight to Sweet Market-

ing Results" conveys our commitment to make our solutions efficient, cost-effective and sweet-tasting – not just short-term but down the road as well.

We'll give you performance instead of puffery. As we have for the last 17 years.



We'll leave the sleight of hand and marketing spin to the other guys.

ANNOUNCING...



is becoming



PLUMB
MARKETING

STRAIGHT TALK by LYNNDELL EPP

Your straight line to sweet marketing results

Since 1996, Mail Masters has helped clients travel a "straight line to marketing results." Sounds good, right? But what does that really mean?

In its purest, simplest form, "straight line to marketing results" means providing straightforward, results-oriented, profit-promoting marketing solutions to small businesses—results that aren't shrouded in marketing spin, techno-gobbledygook or excess cost.

Social media encourages transparency and is an excellent lie detector. So, straight talk with the marketplace is timely and is becoming a preferred way of doing business—in contrast to the hype and half-truths that have plagued much corporate marketing for years.

A champion of plain-speaking, former president Harry S. Truman would have been appalled about all the fancy terms and technologies that often obscure benign business practices—treating your employees, clients, vendors, partners and other stakeholders like



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Print proves a sweet spot despite 'digitalmania'

Okay, so a blog from Xerox.com (<http://digitalprinting.blogs.xerox.com/2013/10/what-paperless-revolution>) is as likely to be biased in the direction of print as Hubspot.com is inclined toward all things digital. Our point here is only to remind people that print is not dead—and merits consideration in the marketing mix. This stands in stark contrast to the advocates on both sides, who, much like our polarized Congress, are more interested in being right than finding common ground for win-win solutions.

Herewith are some stats from Xerox that offer food for thought about keeping print in the mix:

- According to Patrick Henry of What-TheyThink, 76% of small businesses state that their ideal marketing mix is a combina-

STRAIGHT TALK

Your straight line to sweet marketing results

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gold from Day 1. More often than not, that means following the Golden Rule—Do unto others as you would have them do unto you (Translation: Treat others the way you want to be treated).

In the current environment, business “gurus” would have you believe that treating clients well—known in current lingo as “positive customer experience” is some radical new idea. In fact, it’s been a cornerstone of commerce for eons. Merchants provided topline service and support as a matter of course. And customers/clients responded largely with loyalty and longevity.

Bottom line, we’ve embraced Harry Truman’s plain-speaking ways and deeds since the day we opened, along with a commitment to helping our clients go in the straightest line possible from marketing concepts to revenue-generating results.

As Truman proved, plain speaking can co-exist well with progressive practices. That’s why we’ve rebranded Mail Masters as Plumb Marketing to present an expanding array of marketing services and solutions in a clear and consistent way.

This means more straight lines to marketing results for you.

We look forward to helping you grow by giving you a client experience that’s second to none!

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tion of digital communications and print;

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- According to a Print In the Mix survey, 56% respondents say they found printed material to be the ‘most trustworthy’ of media channels. The same survey found that nearly half of the respondents said they’ve retained a direct mail piece for future reference, and 17% regularly do so;

- Print delivers a higher response rate compared to email. The CMO Council found that the average response rate for emails is 0.12%, whereas the average response rate for direct mail is 4.4%;

- Printing Industries of America found that 67% of online searches are driven by offline messages, with 39% of shoppers making a purchase;

- Shoppers who receive a direct mail piece directing them to an online site spend an average 13% more than those who do not receive a printed piece;

- 75% of B2B professionals read magazines on a weekly basis, with 68% choosing to read niche publications specific to their industry.

Does this mean that you should include print no matter what? No, just consider it in the mix as you would digital media—and make decisions that will yield the best results for you. Have questions? Want to kick around some ideas? We’re here to help.

TIPS and TOPICS

Insightful Ideas...Asinine Assertions

Digital vs. Print. Why is the conversation so often centered around “digital” or “print?” Increasingly, smart marketers are thinking digital and print. In addition to including QR codes, PURLs and other links to digital on print pieces, companies are finding the power of linking print to YouTube. Case in point: check this out – <http://bit.ly/JAxhho> (takes a quick bit of typing, but nothing like the endless URLs that have made print-to-digital too bulky and balky in the past). And, of course, you can always create a QR code that will take the viewer directly to the video via a quick smartphone/smart device scan.

How many tweets daily?

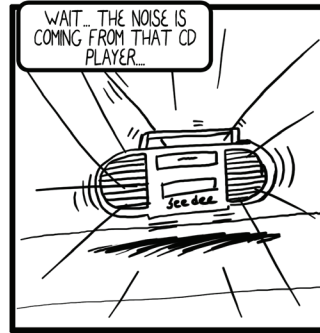
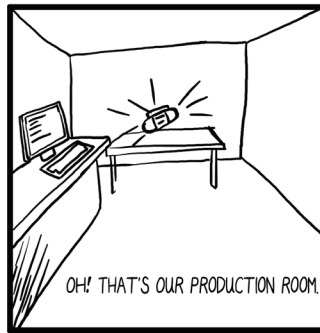
Amid many calls to go social

media crazy came this post a few months ago from socialmedia.com, which states in part: “I’ve been exposed to a number of ‘best practices’ about how many tweets a company should publish each day...I’ve seen numbers as high as 30 or more being recommended to maximize engagement... Instead of being fixated on a particular number of tweets that need to be published each day, focus on publishing quality content that is going to be of value to

your audience. There’s a reason that the old adage, “Familiarity breeds contempt” has stuck around so long. Over-exposure to an audience can be every bit as damaging (or even moreso) than under-exposure. Think about it the next time you feel compelled to tweet for tweet’s sake.



PLUMB & PLUMBER



SWEET DEALS

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 lynnell@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 March 31, 2014 and save **\$50 OFF** the cost.

PLUS: We will give you 100 custom printed full color business envelopes **FREE***

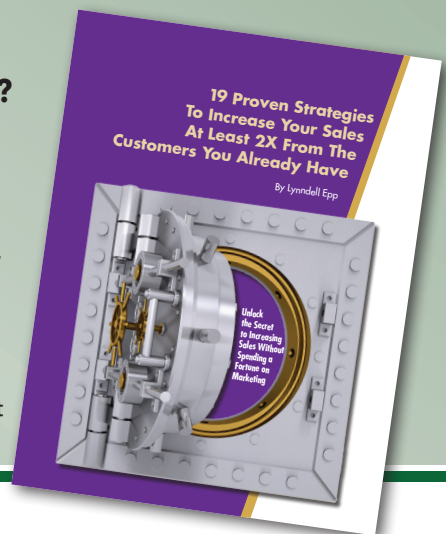
**Offer does not apply to postage or shipping expenses. #10 regular or window envelopes provided.*



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

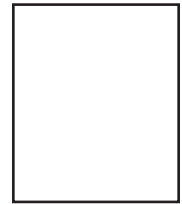




PLUMB MARKETING

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Your
straight line
to results.



PLUMB PEOPLE AND PLACES

Rick Dublin joins Plumb Marketing as Project Manager

Rick Dublin has joined Plumb Marketing as Project Manager. Prior to coming aboard at Plumb, he worked with D3 Design as a multimedia designer and coordinator, and with Aerios Direct as a project manager and production artist/designer. He also has previous experience as a regional senior technology specialist for several Fedex Office and Print Centers in the area.

Rick describes his responsibilities as managing jobs as they come in through processing and out the door to their destination. His greatest challenge thus far has been postal regulations. He notes, "The best situation is taking someone not familiar with the process and getting them to that 'wow, I'm impressed' point."

Ability to communicate effectively and manage projects efficiently are two strengths Rick brings to the table on behalf of Plumb Marketing clients. He points out, "With my background in design, printing and technology, I understand the issues that can come up and hopefully have the ability to anticipate those in order to plan for or avoid them."

New People,
Places and
Positive
Accomplishments
Involving
Plumb Clients,
Colleagues and
Vendors

He adds, "Nobody likes surprises when timing is critical. Having information and sharing it with clients to ensure the project goes smoothly with the least amount of stress for them," is a primary focus.

Welcome to the Plumb Marketing team, Rick!



EVENTS

Plumb Marketing Luncheon Workshop - February 20, 2014, 11:30 AM-1:30 PM

"The Plumb Marketing Pie"
Marketing done right sets the stage for the sales transaction. Panelists Shara Hubert, Leland Watson II and Lynndell Epp discuss how to identify and reach your target clients.

"How to Get Found Online"
Social networks can grow your audiences and your actionable intelligence base. Sandra Watson discusses Google+ and its "circles of influence" that are becoming increasingly relevant.

Location:
WhippleWood CPAs PC
Certified Public Accountants
11852 Shaffer Drive, Building B
Littleton, CO 80127
Boxed lunch: \$15 including water, sodas, and coffee

Program cost: **FREE**

RSVP: - <http://bit.ly/1a3Y69E>

ACTION

See our latest education video to improve your marketing efforts.

<http://goo.gl/qoWXXW>



Sign up for our FREE workshops at PlumbMarketing.com