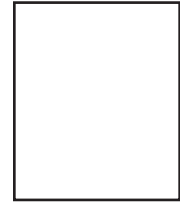




PLUMB MARKETING

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303-607-9424 O • 303-607-9428 F
www.plumbmarketing.com

*Straight
to sweet
results.*



PLUMB PEOPLE AND PLACES

Barb Johnson seeks new heights

Plumb Marketing bookkeeper Barb Johnson has spent her life seeking new heights in personal, professional and religious experiences. She has a strong passion for community involvement, evidenced in part by serving as onetime president of the Aurora Public Schools Board of Education and as a member of Aurora's budget committee.

The former entrepreneur moved to the mile high city from Houston in 1982 for

a change of attitude and altitude. She describes herself as a jack of all trades, holding insurance, inventory control and accounting positions in a variety of organizations. She notes, "I always enjoyed multi-tasking. You learn so much doing it that way. It also helped me get a birdseye view of how the company as a whole was running. And, I particularly appreciate working for small businesses, which makes my current role at Plumb Marketing a perfect fit. It's been an enjoyable and productive experience here, with people who are energetic, knowledgeable and genuine."

Barb has both experienced and is aiming for new heights in her recreational pursuits as well (everywhere except golf, where new "lows" are the order of the day). She enjoys golf, hiking and camping—including climbing challenging trails at altitudes up to 11,500 feet. She's looking forward to achieving another new high as part of her "bucket list," soaring upward in a hot air balloon.

Other bucket list aspirations include hiking the Grand Canyon, an Alaskan cruise and a foray to Lake Louise in Banff National Park, Alberta, Canada, which she describes as being a Swiss Alps type of setting. And she wants to see more of the US, from Pennsylvania's Amish country to the Carolinas—likely via her family's camper trailer. A faith-driven person, Barb invests time and energy supporting the Parker Evangelical Presbyterian Church.



Barb Johnson

EVENTS

Upcoming Events

Stay tuned as we put the finishing touches on our 2015 schedule of activities, events and forums designed to help our clients and colleagues grow market presence and, in turn, revenues. We plan to continue our lunch-time educational workshops as well as introduce new entertaining and fun opportunities.

Photos from one of our past events below.



PLUMB MARKETING STRAIGHT & SWEET



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Caterpillar tells stories, sees brand recognition soar like a butterfly

No more boring brands.” That’s the headline in a Chief Content Officer Magazine cover story detailing how Renee Richardson, Caterpillar global marketing services department manager and her team “breathed new energy into a staid, conservative brand.”

The article notes, “Caterpillar’s #Built-for-it video series launched the brand into social media stardom this year. In three quirky videos, Cat® equipment is put through outrageous trials: Operators play an industrial-sized game of Jenga®, rugged Cat smart phones survive being dropped, drowned and run over by a 4.6 ton Cat multi-terrain loader, and a mini-excavator navigates a \$45,000 glassware display” in a video billed as not being a bull in a china shop.

Telling a popular story

Published metrics showed 654 million impressions, many times higher than the 200,000 Caterpillar projected. The videos tell a story of the equipment’s agility and ability to handle delicate tasks and reinforced its toughness, and have ramped up brand awareness in a way not before seen in the organization. The biggest surprise, according to Richardson, was “how the videos tapped into our employees’ allegiance to the brand. Employees sent the video out through social media, and to their family and friends. I think it brought a new, revitalized sense of pride in who we are.”

Storytelling takeaways

Telling your story in compelling and entertaining ways—whether through videos, a website, in blogposts, or other avenues—can add energy and excitement to any branding or marketing challenge (as well as proving a workforce morale-builder). Watching behemoth Caterpillar machines play a delicate game of Jenga and cringing as mini-excavators navigated through a china-filled shop carrying stemware left an indelible mes-



sage: Precision is part of the Caterpillar story along with muscle.

Making quite an impression

At 654 million impressions and counting, it’s a story reaching people who otherwise would never engage with the brand. Coupled with the firm’s normal “conservative” marketing, Caterpillar has succeeded in growing brand recognition and acceptance. With that, higher profits naturally follow.

Everyone has a story to tell

The beauty of this tale is that everyone—from asphalt pavers to manufacturers of IT patch cords, in all realms of products, services and specialties—has a unique story to tell. In fact, as Caterpillar has proven, sometimes the best stories come out of seemingly moribund circumstances. It’s easy to come up with compelling stories about Ringling Bros. and Barnum & Bailey Circus, but digging down to create equally entertaining sagas around less extravagant scenarios takes a special touch coupled with creativity and special insights.

Challenge us to come up with your compelling story

Think you do...or don’t...have a fun and fulfilling story to tell in words and video? Bet you do. Before reading this article, would you have guessed that someone could transform Caterpillar into a butterfly? It’s a matter of finding the sweet spot, then building from there. And everyone we’ve met has that sweet spot.

Give us a chance to prove it to you. Let’s talk about it: 303-607-9424; lynnedell@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

A heartfelt holiday ‘thank you’

To our clients: You, too, have endured with us as we’ve undergone both marketing and operational changes. Not to mention that we always get extremely busy toward the latter part of election years handling fulfillment of millions and millions of political direct mail pieces. We’ve tried to accommodate everybody’s needs to the best of our ability while managing the challenges we have encountered. We so appreciate everyone who understood and stood by us.

Now, on to all those other stakeholders who round out the picture: vendors,
Continued on page 2



How to navigate today's marketing maze

A recent article in socialknx.com calls out the confusion finding the right marketing solutions and resources today: "It can be confusing today looking for help with your social and digital marketing, especially with all the different terms out there: Social media, social media marketing, content marketing, inbound marketing, social media management, internet marketing and more... If a company only handles social media, it may mean they only post short pieces of content on sites like Facebook, Twitter, Google+ etc... A marketing agency, (and some immediately think of the old advertising agency model, like Mad Men) might be focused on print or television media as well as coming up with campaign ideas and then outsource the daily social media activities... If you are like most organizations, you might need a bit of each."

So, how do you make the right decisions about what to do and finding the best resources to do it? Following are a few starter tips:

1. Seek out marketing companies that offer—and can deliver results on—both traditional and social media avenues. As the article says, most organizations need both. While you may not, you're much more likely to get an objective, well-balanced

STRAIGHT TALK

A heartfelt 'thank you'

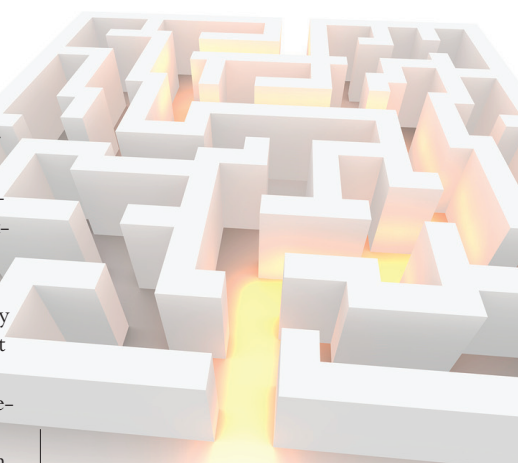
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strategic partners, advisors and colleagues. Just as with everyone else, you stepped in and stepped up to get done what's been needed in a timely and effective way—without fail.

Even under the best of circumstances, transitioning our company from its roots going back 18 years to a much expanded entity capable of handling state-of-the-art marketing strategy, digital, social media and content development challenges is a stretch. You've all helped us stretch, evident in that fact that 2014 is shaping up to be one of our most productive years ever.

As this year draws to a close, amid challenges to all of us on so many levels, let's all find that breadth and depth to say "thank you" for the good that's come into our lives this year—and to find joy, enjoyment and love throughout this holiday season.

Wishing you all the best,
Lynndell



view from a company that delivers both. The reasoning is simple: If you speak with a firm that offers only one or the other, do you believe they will recommend a strategy

outside their wheelhouse?

2. Hire a firm that doesn't promise the moon. Look for realistic, attainable objectives using tools that feel balanced and proven. There is ample bad press about "marketing" firms making extravagant claims in return for extravagant fees. In reality, overnight success typically doesn't happen. Marketing is a process, not an event in most cases. Be prepared to exercise some patience and common sense.

3. Discuss options with firm(s) more invested in a good relationship fit than selling you something. Avoid firms in full-blown hard-sell mode. Use both your head (documentable evidence proving claims) and gut (instincts) in decision-making. If the two don't line up, keep looking.

Feel free to reach out to us as part of the discussion and decision-making: 303-607-9424; lynndell@plumbmarketing.com

TIPS and TOPICS

Beware of digital tunnel vision...

An article entitled, "7 Current Design Trends Every Marketer Should Know" published recently on the Hubspot Blog. If author Laura Kane had inserted the word "digital" in the headline or elsewhere, it would have told the reader that print isn't part of this trend discussion. Evidently, she didn't feel the need for the delineation. After all, everything of any import is digital, right?

This is happening far too often in digital communications. Print is alive and well, despite what some digital devotees think. And its design rules differ from digital—although there are design trends that permeate both realms. That said, Kane goes on to offer some helpful insights for such digital projects as websites and newsletters. <http://bit.ly/1xI0w4T>

And these types of headlines...

A Hubspot blogpost by Ginny Soskey about types of headlines to avoid writing is spot on. She rightfully notes, "I've written over 1,000 words on a subject, yet one 70-character phrase will most likely be the deciding factor in whether people view my writing or continue on their merry way. Just a few words could stand in the way between the piece of content being a success and a dud... Even though I—and most other marketers—know that headlines

are crucial to our content's success, we still sometimes mess them up."

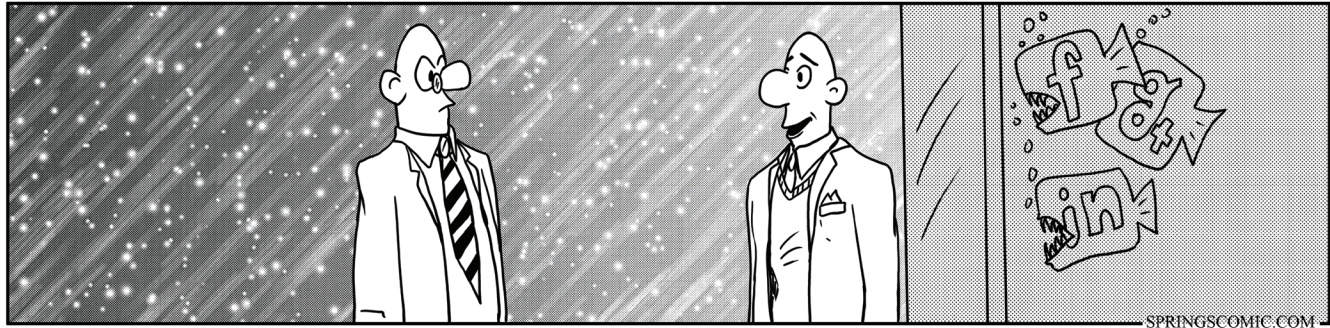
Among headline types on her no-go list are: "The Oddly Specific and Lengthy Headline That Leaves You More Confused Than When You Started Reading So you Leave the Post and Then Wonder Why You Have High Bounce Rates," "The Headline Made of Keywords," "The Jargon-Filled Headline With Extra-Vague Icing," and "The Bland Middle-of-the-Road Headline."

Depending on the content's intent, attempt to develop a headline that will perform as many of the following functions as possible (without growing too long): Inform, Entertain, Compel, Excite, Explain.

A Political Win

"Using your company for these mailings was the best decision I made this election cycle. You guys are excellent. Everything went very smoothly (or as smoothly as political mail can go). Whenever we have any mailings in Colorado, or surrounding areas that don't need volunteers, they are coming your way. Thanks again."

-John R., Political Consultant



"YOU SAY THAT LIKE YOU THINK THEY MIGHT HURT YOU..."

SWEET DEALS & NOTES

We're cleaning up 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 December 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

