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 plumbmarketing.com

FALL 2017

PLUMB MARKETING
 Straight to sweet results

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EMPLOYEE SPOTLIGHT: *Brittney Dimery*



With a cheerful voice and a genuine desire to help her customers, Brittney Dimery is the friendly bookkeeper who will answer your call should you have a finance-related question for Plumb Marketing. Brittney joined Plumb Marketing one month after she, her husband, Kevin, and young son moved to Denver in August 2016. She celebrated her one-year anniversary on the job on September 19, 2017.

the University and also serving as controller for the Laramie Hilton Hotel.

Brittney is glad to be back in Denver, and when asked what she enjoys most about her job she said, *"I love the variety of customers and the different ways I can help them. It's fun to work in a job where every day is different."*

Things are pretty busy for Brittney at home too. With a two-year-old boy running around, she and her husband have become very familiar with the nearby park, which they visit practically every day. The family also enjoys sports of every kind. Even though Kevin is a diehard Golden State Warriors fan, they still enjoy cheering for the local teams here in Colorado too.

Don't hesitate to call Brittney if you have any financial question for Plumb Marketing. She loves helping customers every day. She'll be glad to take your call.

Brittney is no stranger to the Mile High City. She was born in Denver, but moved up to Laramie, Wyoming where she earned an accounting degree at the University of Wyoming. She then stayed on in Wyoming working for

Keep in mind all of the fun stuff we offer under one roof!

DIRECT MAIL

PLUMB ONLINE

FULFILLMENT

PRINTING

MARKETING PLAYBOOK

Welcome!

Plumb Marketing recently acquired locally-based Direct Response Inc.

We are happy to welcome additional clients, vendors and other partners into our growing family!

Win the Sale Before You Walk Through Your Prospect's Door

Today's prospects are a whole different breed of cat. In the past, maybe you could hand your sales team a list of potential leads and send the team out to make sales. Times they are a changing, and along with it your selling environment has radically changed as well.

More so today than ever, you are selling to an educated business buyer. Your prospects are the recipients of a steady, year-round stream of messages that drive them toward their purchasing decision. In fact, studies show that 57% of purchase decisions are made before a contact even hears from a sales rep.¹

If you're not getting your message in front of potential customers on a consistent basis, your company and products may not even be on your prospect's radar! Without the prospect having prior knowledge of your company, there's no way you are even in the running for their business.

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SWEET DEALS

Exclusive Special from Plumb

FALL IS ALL ABOUT INFORMED DELIVERY

Call Plumb Marketing for more information or to get your campaign started today!



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Prime the Pump

Your marketing strategy needs to prioritize getting your name, your products, services, and reputation deeply embedded in your prospects' minds before a sales rep even reaches for the phone. Different sources say that it takes anywhere between six and 13 touches before a prospect is ready to buy from you. According to Forrester Research, companies that nurture leads make 50% more sales at a cost 33% less than non-nurtured leads. Plus, nurtured leads make 47% larger purchases.² More sales and bigger sales – that's a pretty good reason to have your marketing team prime the pump for your sales team.

Your team can make prospects aware of your company and services through lead-generating emails, printed pieces that tell your story, white papers, and testimonials to name a few of your many options. The key is to develop effective marketing communications and continually keep them before your prospects. Don't let the first time your prospect hears about your company be when you or your sales rep phones requesting an appointment. Percentages vary, but studies show that buyers are 50% – 80% certain of what they will purchase before a sales rep makes contact.

Your Website, Your Marketing, and Your Success

The Internet has put a plethora of information at every businessperson's fingertips. To give yourself the best chance of getting your fair share of sales you need to:

1. Take a close look at what your web exposure is saying about your company. Is your web page professional and polished or does it look like it was put together by a group of high school students? Since the Internet plays such a vital part in sharing information about your company, it pays to make the investment to look your best online.
2. Plan out your prospect touches for an entire year. What mail series will you send? Do you have lead-generating email streams in your plan? Does everything flow together to deliver a consistent, powerful message about your organization, your products and the benefits they provide?

When your marketing and sales strategies are working hand in hand, good things happen. When marketing gets the word out about your company throughout the year and the sales team follows up with a well-informed prospect, you will succeed on a whole new level.

Need help with your marketing?

Call Plumb Marketing for help with your marketing communications planning, or execution of your strategy. We have the expertise to help you generate interest and close sales.

¹Gerard, Michael. "The Buyer's Journey Demystified by Forester". <http://www.curata.com/blog/the-buyers-journey-demystified-by-forester/>
²107 Mind-Blowing Sales Statistics that Will Help You Sell Smarter. <https://blog.hubspot.com/sales/sales-statistics>.

Client Spotlight

How do you communicate with your clients and prospects?

Have you ever sat stuffing letters and putting stamps on postcards to your clients or prospects and wondered, what better things could I be doing with my time?

Meet The Bernardi Group, clients of ours who manage their monthly external communication with Plumb and leave the worry at the door. We encourage consistency of communication for more successful marketing results, but sometimes the thing that gets in the way of that consistency is having to actually get it done.

For many of our clients like The Bernardi Group it's as easy as getting a list in our hands (we can provide one too by the way) and letting us know when every month they want something to go out.

We so appreciate our clients trust in knowing we can be an extension of their efforts and just simply get it done. Thanks to the Bernardi Group, and if you have questions about how we might be able to help your team we welcome brainstorming with you!



Snail Mail Goes High Tech

In today's "want it now" culture, it's easy to see why snail mail has lost a lot of ground – 15.5 billion pieces in just four years. Instead, people are turning to the Internet. To stem the tide, the USPS recently unveiled the Informed Delivery feature. Each morning, participants of Informed Delivery receive an email or an in App notification with images of the mail they can expect that day. For the first time, consumers and businesses can access mail from any device connected to the Internet. This idea promises to ignite interest among those who've turned away from traditional mail. So far, 2.5 million people have joined Informed Delivery and more than 10,000 are signing up each day.

This is great news for direct marketers. Informed Delivery gives you a way to interact with customers and prospects through two media: web and snail mail. You can use Informed Delivery to send a full color ad, interactive content and live links to inform your audience and build engagement with your company. It has potential to revolutionize marketing.

If you'd like to find out more about how you can benefit from using Informed Delivery, contact Plumb Marketing today.

