



2820 South Zuni St.
Englewood, CO 80110
303.607.9424
plumbmarketing.com



Employee spotlight

Aimee Ritz

Meet Plumb Marketing's staff accountant, Aimee Ritz, who is widely known for having a passion for crunching the numbers. At the age of 14, Aimee did the bookkeeping for the marina at her family's camp during the summers and loved playing with numbers and accounts for fun. "I've always been good with numbers. I got it from my dad," she says. She even jokes that she does accounting during her free time.



However, after one year at Plumb, her job involves much more than just "keeping the books." Her daily job duties are a combination of all your normal day to day accounting, but just as importantly, she also ensures Plumb is in compliance with all federal and state law regulations, as well as other financial issues that may occur throughout her day.

Born and raised in Old Forge, located in upstate New York, Aimee enjoyed the many adventures of her childhood in a small community. "I grew up in the middle of the Adirondack Park – the largest national park in the country. In fact, you can fit most every other national park inside it with room to spare. We [also] have the

biggest themed water park in the state. It was literally in my backyard!"

Aimee attended the Town of Webb Schools, which housed seven different townships at one school and still had under 400 students from Kindergarten to 12th grade. After high school, Aimee attended Le Moyne College and graduated with her bachelor's in 2007. After graduating, she worked under a CPA in Old Forge for two years before moving to Denver with her older brother in 2009. "My brother took a cross country trip and stopped in Denver on his way home. He fell in love with it," she says. "When he came back he [announced] he was moving to Denver and I was going with him. I said, "Sure. Let's move to Denver," Aimee laughs and shrugs her shoulders. "What did I have to lose?"

During her downtime, Aimee likes to swim, hike, camp, go fishing ("I have not caught anything in Colorado...yet"), skydive, and loves cookouts with her friends. She also has a huge appreciation for audio books and listens to them frequently in her down time.

Although her position can have some tough moments, Aimee loves her job at Plumb Marketing. "[Plumb Marketing] is so team focused. No one ever says, 'Sorry that is not my problem' and walks away. There is always someone here to help you out. "

(continued from page 1)

Herding the Marketing Cats

Start with the end in mind. Put in place strategies that fit your marketing budget (financial and personnel). Develop a plan, put strategy to the dollars you are spending. How are you measuring the return on your investment of money, time, and human resource? Seek out a professional that knows your business development goals, understands your industry, appreciates your budget, and engages in a

strategic plan that delivers the stated outcome.

Trust me; most marketing professionals want nothing more than to drive real profitable business right to your doorstep. It is the best of all worlds when that happens; we have happy, profitable clients and our business grow as well.

Let's get this done!

Shara, VP Sales and Marketing

Herding the Marketing Cats

What is marketing? What do different marketing professionals do? And how to determine your business needs.

Picture this:

You arrive at a networking event focused on business development, marketing, and sales—a great opportunity to grow your business. You enter with specific goals in mind: develop positive relationships with both new and existing colleagues and friends in a relaxed and inviting atmosphere.

You make your way through the room chatting with different types of business representatives, some familiar and some new. A fellow attendee introduces themselves to you and proceeds to hand you a business card that says marketing.

"What do you do?" you ask. They respond, "I manage inbound marketing campaigns."

You move on and meet other individuals at the event; one person builds websites, another person writes content, another delivers customized, corporate promotional items, someone else is a graphic designer, and another prints and mails marketing campaigns to current and potential customers. All these people are professionals in the marketing industry, and all say their services are a necessary part of your marketing strategy, but who provides the best marketing solution for your business?

As a marketing professional, I respect what we bring to the table. However, figuring out what marketing services will work best for the company can feel like herding a bunch of cats. There are many marketing techniques business owners can use to promote their organization; yet, to find the best marketing method, you must first develop a marketing strategy--the business development tool tailored to the specific goals and objectives of your unique business.

There is no one right answer. Like the construction industry, there is not one contractor with the solution to every construction project. Each business has specialized services, manages various project sizes, and has experience and skill on select project types. Each business delivers value to their client dependent upon the project. That is the first question to ask in developing your marketing strategy. Start by asking, "Whom do I want to reach?"

Once you determine the who, you must know what you want to say to them. You can now begin to identify what type of marketing professional to engage. Be clear with your expectations by asking several questions. Request a written plan to include a timeline with goals and cost.

(continued on page 4)

SWEET DEALS

Exclusive March Madness Special from Plumb

Competing for the right customers can be exhausting. Cut through all the other competition and get your clients through the door with Plumb Marketing's specialty mailing list to create targeted direct mail campaigns to attract the right customers and close those deals.

Let's Get It Done!

15%
OFF

Any
lifestyle and impulse
push mailing listings

Plumb's March Madness offer is limited to specialty mailing lists stated above. Please contact your Plumb Marketing representative to verify the mailing list criteria.

Coupon Code: NLS17

Coupon expires 3/31/17.

Client Spotlight



We would like to introduce you to *Life Care Solutions* a client of Plumb's who's had the unique challenge of bringing a new service to the marketplace. As a Senior In-home Care provider they have experienced a gap in the market to provide more independent seniors an option to help in their day to day needs and activities. This brought them to the point of creating and providing a service that's akin to a personal assistant for more independent seniors.

What a great story to be able to be a part of and help tell, but developing the service is only the first hurdle, then you have to get people to find it right! Life Care Solutions has done it right, some lessons we can learn from their launch:

1. Know your ideal client.
2. Develop a plan to reach those clients and lean on people to help you execute.
3. Understand the data behind what is working (or not), and be prepared to test and adjust especially with brand new products and services.

Check out their **Top 5 Things to Know That Can Help Seniors Stay Independent Longer at www.lifecaresolutions.com/link**. "If we can help be that team to lean on as you are working through new ideas for your business, let us know!"

Stuck in a Marketing Rut

We have all been in a company, or maybe your own, where we have the same start to each year, "This year is going to be the year to achieve all the company's goals. Moreover, perhaps more precisely our marketing is going to get done this year, triumph and victory will be ours!" Then business happens and your best-laid plans sit halfway done, or they stay tucked away in the storage cabinet of your mind. Your business is stuck in a marketing rut.

However don't fear yet, before we get too far into the year there is still time to conquer the year's marketing goals and become the thought leader and voice of reason you want your company to be. First break those goals into three simple steps Plumb likes to call the "Ready, Set, Go."

Ready

Get ready to construct the annual marketing plan. Yes, this information may seem redundant, especially to experienced marketing executives and veteran entrepreneurs. However, marketing plans are not just for big corporate companies or to tuck into a good business plan. Marketing strategies should be evaluated at a minimum on a quarterly or biannual basis to keep pace with the ever-changing market.

When building a marketing plan, identify the company's current situation, also known as a situation analysis. A situation analysis determines how the organization and its products or services stand against the competition. During your analysis, identify the company's strengths, weaknesses, opportunities, and threats to build a stronger plan guaranteed for success.

Next, establish the year's marketing goals. Goals can be anything from increasing the use of "ABC service" by 20 percent by 2018 to capturing over 200 new B2B customers by October 2017. Marketing goals must be strategic and unique to the organization to ensure company health



and longevity. By addressing the goals, companies can determine who will consume their products or services and establish how to reach those potential consumers.

After the marketing goals are developed, the company must start an annual examination of the organization's ideal clients or target audience. The corporate market shifts on a daily basis, with revolutionary technology and innovative thinkers that know how to streamline products and services, it is imperative that organizations be highly familiar and ultimately understand their target audiences. During the annual client review, thoroughly explore the client's daily life, hobbies, and interest; in essence, take a walk in their shoes.

Once the company is more knowledgeable about the ins and outs of their target audience, construction of the perfect message to capture the client's attention begins. Many businesses may have more than one ideal client or target audience, remember to create a variety of themes

Be aware that marketing is a journey, not a destination, and use it how you need to in the moment."

-Jennifer Kendall, account services manager for North Carolina State University Communications

that attracts each customer.

When developing your messaging strategy, it is important to choose the best marketing platforms to reach ideal clients and to target those prospects at all stages of the sales cycle. During a sale cycle, cold prospects may respond well to web and print advertisements, public relations, and direct mail campaigns. Warmer prospects are more likely to answer to permission-based emails, loyalty programs, and customer appreciation events. Hot prospects are attracted to interpersonal sale contact (phone calls, face to face meeting, and personalized emails, and thank you notes) to close the deal. The marketing communication strategy outlines where to best broadcast each target audience's messages and in turn attract them to the products and services addressed above.

Last, based on your goals and chosen strategy determine the year's marketing budget. The cost of each project or campaign, the cost to outsource certain aspects of projects to contracted help, and the overall hourly cost on the company's employees will determine if certain marketing projects are feasible or will yield any return on investment. Companies with more disposable income should be careful not to blow the entire budget on marketing ventures that do not work. Choose the campaigns best suited to the organization's marketing goals and will attract ideal clients.

Set

"The best marketing is situational...Be aware that marketing is a journey, not a destination, and use it how you need to in the moment."

- Jennifer Kendall, account services manager for North Carolina State University Communications
The master marketing plan is now assembled, it is time to set the marketing plans into actions. There are numerous

ways to breaking down an idea into tangible steps within a marketing schedule – do what works for the team and guarantees execution at the end of the day. A primary marketing program should keep the team organized, maintain everyone's role within the project, and highlight campaign and project deadlines. A thoughtful marketing program has the project campaign name, the start and end dates or each project, and outlines each projects steps and overall goals. Know the current marketing calendar is not set in stone and will change. When making changes to the schedule, ensure they are strategic to the original marketing plan and keeps the team on track.

Go!

"A marketing plan cannot be a document that's thrown on the shelf and not allowed to brief."

- Jennifer Kendall, account services manager for North Carolina State University Communications

The plan and the schedule are established, and it is time to go hit the ground running through execution. Ensure project completion by having the right team member on the right project – do not give the website guy the job of the graphic designer or content writer, it does not work! Also, understand the organization and the team's personal and time limits – if Jessica loves to write, make her the content writer and social media manager, if Henry is great at sales and marketing, appoint him to move your marketing projects forward. Most of all, always hold the team accountable for assigned jobs and duties. Checking in the progress of a project on a weekly basis will encourage the team to move projects forward and work together.

Ready, Set, Go...get your marketing done this year!