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Englewood, CO 80110  
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plumbmarketing.com



SUMMER 2017



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## Employee Spotlight:

### Angela Brown



We are so excited to welcome (the always optimistic) Angela to the Plumb Marketing team as our Account Manager. Angela is not short of experience in the Account Management field- having 20 years experience in the field before arriving at our doorstep. Angela ensures that our client's jobs not only get done on time, but that they also meet our high-quality standard. If she could describe Plumb Marketing in three words they would be: purple, fun, and knowledgeable. "Knowledgeable" proved to be a reoccurring theme for Angela when describing Plumb Marketing- she states, "The level of knowledge that the staff has here is awesome. They are always willing to help others and go the extra mile to ensure that our clients have a positive experience while working with us."

Angela is a loving mother of four, and has more recently enjoyed the job of spoiling three grandchildren. During her free time, Angela enjoys reading science fiction, bowling on her Vegas Bowling league, and travelling to Seattle whenever she gets the chance. Furthermore, Angela is very passionate about animals. When she isn't busy caring for her own two cats, Angela enjoys volunteering at animal shelters. The top three highlights of her life include:

1. Graduating college as a single mother of two (Go Angela!)
2. Getting remarried to the love of her life after 20 years of being single
3. Becoming a grandma  
Angela's personal mantra? "Plan your work and work your plan." A motto we think we could all live by!

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

DIRECT MAIL

PLUMB ONLINE

FULFILLMENT

PRINTING

MARKETING PLAYBOOK

## Forward

from Lynndell

As we are well into summer, a lot of our clients are looking towards the second half of the year and wanting to really make an impact on their year-end sales numbers. We end up talking to a lot of companies about what they are doing consistently with their marketing that will help make an impact. As I personally reflect on a lot of those conversations, I often find myself reminded that the tried and true basics of how to get a prospects attention and communicate with them effectively, don't change much over time, or the avenue you use. A great example of this is an article I found in the archives from 2008 about utilizing "Hollywood" style methods to get your client's attention. Give it a read and let us know if we can chat about how you are communicating with your prospective clients.

All the best,  
Lynndell

## How You Can Use Hollywood's Secret for Generating Maximum Sales

by Joe Gracia

In the early days of Hollywood, the marketing mavens there discovered a secret for generating the maximum number of customers to see their latest movies, and they've been using it ever since.

They discovered that they had to expose their prospects to a promotion for a movie at least seven times to maximize ticket sales.

Why seven times? Because we all need repetition in order to absorb new information.

### FIRST EXPOSURE:

The first time a person sees a promotion for a new movie, they hardly even notice it. "Zzzzzzzzzz."

### SECOND EXPOSURE:

The second time, it got a little bit of ATTENTION. "What's this?"

### THIRD EXPOSURE:

The third time, it really got their ATTENTION. "Aha! So that's what this is about!"



(continued on page 2)

# SWEET DEALS

Exclusive Special from Plumb

Is it a hassle getting your marketing "stuff" done? Forget having to remember where you ordered your collateral last time, or sending back 10 email proofs for 1 business card order.

Set-up your own branded company store that will house all your marketing collateral and make re-ordering your marketing stuff seamless.

## Let's Get It Done!

**\$500**  
ANNUAL  
VALUE

Get a  
**FREE Plumb Online  
Light set-up  
and no monthly  
hosting charge.**

Coupon expires 9/31/17.

NLSUM17

## How You Can Use Hollywood's Secret for Generating Maximum Sales (continued)

### FOURTH EXPOSURE:

The fourth time, it got their INTEREST. "Looks kind of interesting."

### FIFTH EXPOSURE:

The fifth time, it got even more INTEREST. "Might be fun to see."

### SIXTH EXPOSURE:

The sixth time, it built DESIRE. "I'd really like to see that movie."

### SEVENTH EXPOSURE:

The seventh time, it got ACTION. "Let's go see it tonight!"

Did you notice the AIDA marketing formula; Attention, Interest, Desire and Action? In order to apply the AIDA formula, you must use the power of repetition.

Remember when you were in school and you had to memorize a poem, or the multiplication tables? Unless you had a photographic memory, you had to repeat the information again and again until it stuck.

We all must go through the same process with anything new. Can most people remember a new phone number off the top of their head the first time? No, they must review it again and again before they have it.



What does this mean to you? It means that you cannot use one-shot marketing efforts and think you can succeed. You'll just be wasting your time, energy and money if you try.

You need to repeat your offers to your prospects over and over again if you hope to get their Attention, their Interest, their Desire and finally, their Action.

This applies to your marketing efforts to attract prospects to your business so you can build your physical prospect list, and it especially applies to your marketing efforts to convert your list of prospects into customers.

Repetition is Hollywood's secret marketing weapon, and it should be yours too.

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<http://www.givetogetmarketing.com>

Visit Joe's Give to Get Marketing web site for hundreds of marketing tips, articles, case studies and a free newsletter.

## Client Spotlight



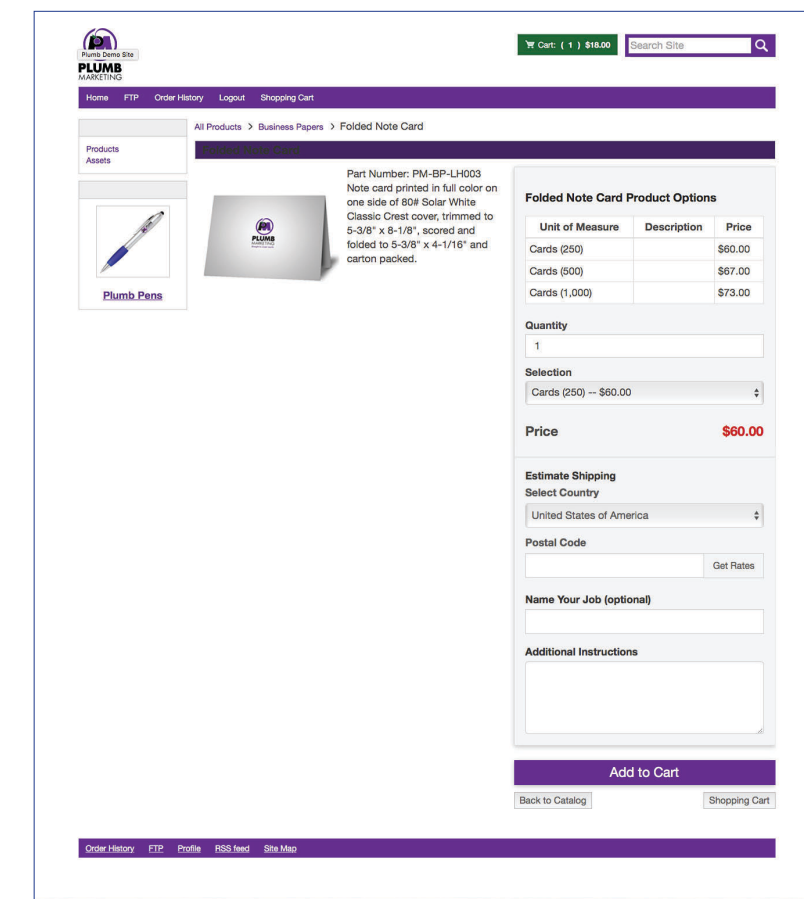
Trimble is a Denver based company that serves dealerships and internal staff all over the country. They came to us with a very common challenge: *Meeting marketing needs with distributed locations and workforce.*

Our solution, an online system to manage their marketing collateral needs both to internal staff and external dealers, ended up saving them \$5,000 year one alone in just reprint costs. Not to mention the additional staff time and resources to proof products, fulfill marketing collateral needs, and getting their people what they need in a timely manner.

Says Amy with the Trimble team:

*"This fulfillment site has enabled our resellers/customers across the globe to select, configure, customize and print what they need when they need it. They can quickly and easily order marketing materials to represent their business and know it will arrive on time. Mail Masters has done a great job meeting our global fulfillment needs."*

**Amy Wigginton**  
Director, Marketing Communications,  
Trimble Agriculture Solutions



As businesses, we all have marketing needs. Sometimes a simple technology solution that protects your brand, allows you to serve your people more efficiently, and results in you having to worry about one less task in your business- like ordering business cards- can save you more time and money than you think is possible.