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EMPLOYEE SPOTLIGHT: *Lisa Haas*



Lisa Haas likes pina coladas and getting caught in the rain. Well not really, but her joining the team at Plumb Marketing is just as refreshing!

With a creative spirit and a true desire to make a difference, Lisa Haas is now the Marketing Manager for Plumb Marketing. She brings over 20 years of sales, marketing, communications and technology experience to the team. Her dynamic abilities give

us not only a highly skilled marketer, but Lisa also contributes graphic design, web development and social media knowledge at a professional level to our team.

Lisa's reputation as a leading authority in marketing is well established. She has managed her own marketing organization for almost a decade. She has also trained and coached hundreds of business professionals on the principles and benefits of social media and best practices for marketing. Lisa has been quoted in Forbes, presented at Denver Startup Week and continues to provide training and speaking services on the international stage.

Lisa, originally from South Dakota, has been in Colorado for almost 20 years. In her personal time, you might find Lisa spending time with her husband, playing the guitar, observing wildlife from her home in the mountains or watching an old Star Trek show. She's creative, insightful, and committed. We are excited to add her to the talent pool at Plumb Marketing. If you are looking for great ideas for your marketing programs, give her a call. She always has a creative spark ready for you!

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

DIRECT MAIL

PLUMB ONLINE

FULFILLMENT

PRINTING

MARKETING PLAYBOOK

RESPONSE BUILDER

WINTER 2018



PLUMB
MARKETING
Straight to sweet results

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*"Culture drives
great results."
- Jack Welch*

**AT PLUMB
MARKETING,
WE BELIEVE
CULTURE IS
EVERYTHING!**

Here is what we
stand for:

The Plumb Purpose

I GOT YOUR BACK
AND GUESS WHAT
You have mine too
We always have our client's back. without them there is no us.

1+1=2

**THIS
AIN'T
FUZZY
MATH**

**THE WAY IT'S ALWAYS
BEEN DONE IS ABOUT TO
change**
WE EXPLORE WHAT'S NEXT AND
ENCOURAGE OUR TEAM TO INNOVATE
Innovation helps our clients achieve
extraordinary results.

*We're going from
Point A to Point B*

**OUR TEAM
OWNS IT**
AND WHEN SOMEONE
ON THE TEAM OWNS IT,
THEY FIGURE OUT A WAY
TO "GIT 'ER DONE"!
Gettin' 'er done means our
clients reach their goals too!

**WE REFINE OUR PROCESS
AND DISCOVER INNOVATIVE
WAYS TO DO THINGS
CORRECTLY AND ON TIME**
Efficiency + predictability is the
formula for our clients' success.

Market, Market, Remarket?

When was the last time that you searched for something you were planning to buy on the internet? Did it seem like suddenly advertising for that thing you researched began to appear everywhere? Well it was not your imagination. Remarketing techniques are officially here!

What exactly is remarketing? Simply said, remarketing is a technique used by online advertisers to "follow" users who have searched a specific keyword and visited a website as a result. Then, marketers show them advertising related to their search via other websites. For example, go to Google and

search for tires for your car. You may click on a local provider to check availability, price and location to purchase your new tires. Immediately, you will begin to see advertisements for tires on search engines, social networks and other websites. This is called remarketing.

While this method may seem a little disconcerting, it works wonders for converting website traffic into real bottom line results. After all, even if you can bring someone to your website, 97% of first time visitors do not actually convert to sale. According to Marketo, a leading provider of marketing

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COMPLIMENTARY MAIL TRACKING!

With the release of the Response Builder program, we are offering FREE mail tracking with any of your mailings through the end of March.

HERE'S HOW IT WORKS:

1. The Plumb Marketing account management team will get you a log in to your own Response Builder Platform.
2. When you're ready to do a mailing, we will create special barcodes that when scanned by the USPS will show up in the delivery statistics of your dashboard.
3. You will have predictability of when your mail pieces are hitting mail boxes.
4. Best of all, this service is completely Free until the end of March.

Visit www.plumbmarketing.com/services/response-builder to see how Response Builder works!

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automation software, 70% of visitors to your website will eventually buy from the site if they are properly nurtured. Below is an example of a lead generation nurturing program we often use at Plumb Marketing through our Response Builder program.

1. Create a direct mail piece with a compelling offer, visually stimulating artwork and trackable call to action (like a dedicated phone number or a coupon code.)
2. Build a website landing page that corresponds to your offer and include the web address on the direct mail piece.
3. Collect (or purchase) a list of ideal prospects for your offer.
4. Send out mailer with a call to action and a reason to visit your special web address.

5. Run a Google Adwords program targeting visitors to your website.
6. Upload your list by name and zip code to Facebook Power Editor to run targeted ads on the social network with similar branding and offer.
7. Test, track and adjust the placement, timing and offer of your program.

If you think about marketing practices of the past, this is not really a new concept. We are just using different technology. Once upon a time, a brand would place advertising in the newspaper, radio, TV and use direct mail to create brand recollection, trust and eventually sales. Today's world of marketing still uses some of these methods. However, with remarketing, we can now base our campaigns on behavior (like a click) as well as zip code.

Sources: <http://communitynewspapers.com/pinecrest/smart-cookies-making-the-case-for-remarketing/> • <https://www.marketo.com/resources/>

PLUMB RESPONSE BUILDER TAKING IT TO THE INTERNET

Most research articles in today's marketing world will provide you with details about direct mail marketing versus online advertising. What if you could combine the power of both to achieve your goals? Now you can!

The true power of a great marketing campaign is one that repeats your message multiple times in front of a specific target market using multiple mediums. In a world when the consumer must see your message on average 7 times before even recalling your brand name, this can be expensive when using only traditional marketing programs.

With new technology like Response Builder by Plumb Marketing, we can now send out a direct mail piece and tell you when it was delivered. Add in a trackable phone number and we can tell you how effective your mailer was at creating action with your customer. While none of this is really new, what will blow your mind is that we can now also track when people come to your website. And once they do, we can begin to deliver your message to your prospects via internet advertising on the Google display network. Let's even take this one step further and include the ability to deliver ads

Online Ads or Not? That is the question...

Are you not sure how internet advertising programs can affect your bottom line? Meet Dr. Amit Khanna. Dr. Kanna owns Patuxent Dental in Maryland. When considering the add on of Response Builder, concentrating on his key performance metrics was critical. And per the doctor himself, new patients are worth about \$3,290 over the course of their lifetime. Here is what was uncovered:

Amit Khanna Dental was mailing about 6,000 pieces per month and acquiring 42 new patients as a result. The cost to acquire each of these patients averages \$143.

When Dr. Khanna mailed 12,000 pieces per month, he acquired 83 new patients per month, dropping his acquisition costs to \$63 per patient.

When Dr. Khanna added Response Builder to his 12,000 piece mailing, he acquired 154 new patients per month with an acquisition cost of \$34 per patient.

With Response Builder, his ROI per patient is about 9,576%! Dr. Khanna brings in about FOUR new patients for what it cost him to acquire just ONE when he first started. Now who couldn't use results like that!

Considering a remarketing program for your next direct mail campaign?

Contact us at a special number of 720.605.6560 for a demo of the Response Builder program. Discover how you can see higher ROI from your direct mail campaigns!

on Facebook and Instagram. All of this for a fraction of the cost it would have taken to send out another mailer.

So let's get specific. Imagine you are a dentist promoting a new tooth whitening program. First, create a direct mail piece to be delivered to all households who fit your specific demographic and psychographic criteria within 5 miles of your practice. (Don't have this list? Don't worry! We do!) The mail piece has a lovely picture of a lady with sparkling white teeth and a strong call to action to make an appointment. We will add in a special phone number for people to call to make the appointment, so it can be tracked. Then, let's take this concept even further. Create a call to action on the mailer to visit your website to receive a coupon for an extra \$100 off when they book online. Create a landing page on your website reflecting the special deal for teeth whitening (using the same image and call to action.) Add this web page url to the direct mail piece. Viola! We are now set to begin to market to people online via Google, Facebook and Instagram using a new technique called remarketing.

Basically, remarketing works like this. A person visits your website. A small bit of code has been added to your site that places a cookie on your visitor's computer. Then, the visitor moves away from your website. They begin to browse the internet for other needs and/or to research other providers. Suddenly, your advertising begins to show up on other sites, like the local news website. It appears as if you are advertising with them directly, when in fact, the cookie is delivering your advertisement everywhere the user looks, not just one website. This technique makes you look like you have the buying power of a large advertiser when in fact you have spent a few pennies more per person. Your brand begins to appear repeatedly throughout the internet, taking people back to your specials page.

According to Local Search Association*, 72% of consumers turn to the internet when they are ready to buy. And your website is not the first place that they look. Search engines, reviews and social media are playing a bigger role. You can take advantage of this latest trend by adding Response Builder to your next direct mail campaign. Contact us for a demonstration of the power of this new tool and take your marketing to a whole new level!

*<https://www.boostability.com/when-consumers-are-ready-to-buy-they-search>

