

# SPRING 2018



## PLUMB MARKETING

*Straight to sweet results*

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

**OUTSOURCING  
FULFILLMENT  
IMPROVES**

**YOUR**

**BOTTOM  
LINE**

Are you making and selling your product only to find yourself spending most of your time packing and shipping product to customers? With \$322 billion e-commerce sales\* in 2016, many e-tailers are discovering that outsourcing fulfillment of orders to third party groups has several benefits.

### **INCREASED PRODUCTION TIME**

When you first begin, you may only have a handful of shipments to make each week for online orders. However, as you continue to grow, this process may become overwhelming, reducing time and concentration on the production of goods. These types of issues can lead to bottlenecking of production lines and ultimately leading to longer wait times for your consumers to receive their product. By outsourcing fulfillment duties to a third party, you can get back to what really makes you money, production and sales.

### **DECREASE IN CUSTOMER COMPLAINTS AND RETURNS DUE TO MORE ACCURACY OF ORDER DELIVERY**

One of the most common mistakes made when packing and shipping product orders is inaccuracy of the fulfillment of what was ordered. Wrong shipments, incomplete orders and late delivery all lead to a loss of trust by the consumer. A loss in trust can not only lead to the loss of a customer, but also does damage to the brand long term if not addressed in a timely and professional manner. A third party fulfillment group can insulate a company from customer complaints as well as provide a high level of quality control to reduce, if not eliminate, the chances that an order is not completed as expected.

*Continued on page 2...*

## MORE TIME TO FOCUS ON SALES AND GROWING THE BUSINESS

Depending on the nature of your business, you may be pulling away precious time from business development, vendor relations, employee acquisition and marketing by fulfilling your own online orders. We are willing to guess that you went into business to create sales and happy customers, not ship boxes. Through outsourcing packing and shipping of orders, you can return to the business at hand.

## REDUCED OVERHEAD COSTS

By outsourcing fulfillment of online ordering, you can reduce overhead and labor costs. You no longer need to have warehouse storage space to store inventory. You also save money on staffing, training and management as you no longer need employees to manage the delivery and shipping of packages. The removal of a physical warehouse and the need for employees will also reduce liability, which can have a direct impact on your profits.

## REDUCED INVENTORY MANAGEMENT ISSUES

Working with a reputable fulfillment company will help you manage the demand of your product through more accurate tracking. When the fulfillment company acts like your partner rather than a vendor, they will also most likely keep an eye out for any damaged or less satisfactory product, increasing your credibility and leading to happy customers.

As your e-commerce organization continues to grow, consider the benefits of an outsourced fulfillment department to package and ship your orders. The cost savings and reputation management will directly lead to a better bottom line result.

If your organization is ready to consider a valuable fulfillment relationship with a third party, Plumb Marketing offers a fulfillment assessment to determine if your organization can benefit.

**Visit [plumbmarketing.com/services/fulfillment](http://plumbmarketing.com/services/fulfillment) and download "10 Questions To Ask Before Outsourcing Fulfillment."**

## EMPLOYEE SPOTLIGHT: *Marissa Jesse*



Plumb Marketing welcomes Marissa Jesse to our client acquisition team. Marissa is a 4th generation Colorado native and Metro State University of Denver graduate who is bringing her high energy spirit and burning desire to serve to Plumb Marketing. Marissa has always been business minded and service oriented, even starting

a cat sitting business in her neighborhood as a small child to ensure that all our furry friends were cared for when their owners were away on vacation. She has spent the last few years working for a large office supply

and print provider, supporting the marketing efforts of Realtors, business owners and non-profit organizations.

Marissa prides herself on finding out of the box solutions for our clients to maximize their marketing return on investment. Her love of people and creative mind make her an excellent addition to our team. In her free time, you may find Marissa spending time with her family, attending a yoga class or enjoying one of the many breweries here in Colorado.

She especially thrives on a good challenge, so if you have a specific marketing problem to solve, do not hesitate to reach out to this power house. She is ready and waiting with an imaginative idea for you!





# SWEET DEALS

Exclusively from  
Plumb Marketing

## ADD SOCIAL MATCH TO YOUR NEXT DIRECT MAIL CAMPAIGN TO INCREASE RESPONSE!

We now have a program to match your mailing list up to Facebook and Instagram users! When people on your list receive your mailer, they will also see your promotion when they log into the social networks, meaning more views, more response.

**Interested to learn more? Call 720.605.6560 or email [contact@plumbmarketing.com](mailto:contact@plumbmarketing.com)**

**[www.plumbmarketing.com/services/response-builder/](http://www.plumbmarketing.com/services/response-builder/)**



**Now through June 30th, add Social Match to any mail campaign and receive FREE mail tracking!**



## GET REMEMBERED, USE PROMOTIONAL ITEMS

Plumb Marketing is excited to announce an amazing new partnership that gives us the ability to offer a diverse selection of promotional items to our clients. As more of you are asking us to be a resource for trade show marketing, new client gifts, franchise branding and other promotional item uses, we heard you. We are most excited about this new offering as it will expand our ability to offer you more and continue to be your single trusted source for all of your marketing collateral needs.

As we were researching promotional programs, we uncovered some amazing statistics related to promotional items used in business marketing. Just in case you were on the fence about the effectiveness of this marketing tactic, according to a study by PPAI (Promotional Products Association International):

- **94% of consumers who receive a promotional product gift remember receiving it.**
- **58% of consumers report keeping the gift from 1 to 4 years.**
- **89% of consumers report remembering the name of the organization who gave them the gift two years later.**

Wow! These are results we can get behind for our clients. So the only question left is, what promotional idea do you need to create these retention numbers? Contact us and let us share campaigns that we have executed that have worked well with others.

**Ready to look around at our new selection featuring thousands of items?**

Plumb Marketing is proud to announce a new partnership that gives us access to thousands of promotional items! From banners to pens, t-shirts to car magnets, we've got you covered. Visit [plumbmarketing.com/services/promotional](http://plumbmarketing.com/services/promotional) to peruse our selection!



2820 South Zuni St.  
Englewood, CO 80110  
303.607.9424

[plumbmarketing.com](http://plumbmarketing.com)



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

**DIRECT MAIL**

**PLUMB ONLINE**

**FULFILLMENT**

**PRINTING**

**MARKETING PLAYBOOK**

**RESPONSE BUILDER**

**PLUMB MARKETING NOW ACCEPTS ONLINE PAYMENTS**

Visit [www.plumbmarketing.com](http://www.plumbmarketing.com)  
to pay your next invoice.

## **CLIENT SPOTLIGHT:** *Fear Free Pets*

Fear Free Pets takes the pet out of “petrified” and puts the treat into “treatment” by providing education for veterinary and pet professionals—as well as pet owners—on the emotional well-being, enrichment, and the reduction of fear, anxiety, and stress in pets. Having only launched in 2016, their veterinary certification program has climbed to over 29,000 members. And now, Plumb Marketing is taking the guess work out of fulfilling the membership components of this transformative organization.

When Fear Free Pets first approached Plumb Marketing with their membership needs, they were looking for a group that could create more value and provide a partnership for fulfilling new member welcome kits, ongoing veterinarian marketing collateral demands and toolkit distribution. They wanted a one stop location that could provide print, kitting, warehousing,

inventory management and shipping capabilities. What they were not expecting is the high level of service, attention to detail, marketing savvy, professionalism and out of the box solutions provided by the team at Plumb Marketing. In fact, once we began to understand all their needs, Plumb Marketing streamlined the order process into a single online ordering platform and now provide up to the minute reporting on inventory and new orders. Wow!

For more information about courses, education, and membership opportunities for both veterinary and pet professionals, visit [www.fearfreepets.com](http://www.fearfreepets.com). Pet owners can also go directly to [www.fearfreehappyhomes.com](http://www.fearfreehappyhomes.com) to learn more about Fear Free’s brand-new pet owner education membership program.