

SUMMER 2018



PLUMB MARKETING

Straight to sweet results

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

WHERE IS

THE PAIN ?

How often do you receive a marketing message that gets deleted or thrown in the trash before it is ever opened, read and integrated? We often find this is because the pain or problem your customer is experiencing is not expressed within the marketing message.

A marketing message was shared with our marketing team recently that shared all of the reasons that this service provider should be the chosen one when someone is looking to purchase an automobile. Experience, knowledge of the market, past clients assisted were all shared....yet never was the real pain of the customer this person helps ever described. Breaking news! No one cares about you. This realization can seem harsh, but it's true! Consumers do not care who you are until deep into the sales process. Marketing should only emphasize the problems of your consumer and how you solve the problem. Your education, level of expertise and past client base are irrelevant at this stage.

So, let us dive a little deeper into truly identifying the pain of your customer and how you solve it. Begin with an exercise that describes the features and benefits of your programs, widgets and services. Dig a little deeper and dive into the real value that is brought when a person purchases your offerings.

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NOTE TO OUR CLIENTS

Political mailing season is here and your mailboxes are about to fill up with lots of campaign mail. Send us a little love and some lead time on any orders from September 1st to November 1st as we are a main provider of this service to many of our elected officials. While so many of you rely on us for our quick turn around and high response rates, we may be a little slower during this period.



For example, let us say you **are** buying a car. Most people detest the actual purchase of a vehicle, believing pushy sales people and “closers” will put them into an automobile that is not in their best interest, but instead is in the best interest of the sales person’s commission check. If your message is “we help you buy the perfect car”, the buyer thinks, “so what?” If your message says, “does the dentist appointment you have sound more attractive than buying a car?” you have dialed it in to true pain.

HERE ARE A FEW WAYS TO DIG IN AND REALLY GET TO THE PAIN OF YOUR BUYER:

1. Buyer Surveys

Ask your past clients about the problems they were having before they started working with you. They can be a huge resource when identifying the real reasons people buy from you.

2. Social Networks

We all have an opinion, especially on the social networks. People will share all of kinds of information when there is a computer screen between them and the source of the questions. Do not be afraid to leverage these networks to uncover issues. And go deeper than Facebook. Quora, Reddit and Twitter are excellent places to ask questions and get real responses.

3. Leverage Technology

Keywords are not just a buzz word put in front of us by Google to create more money for the SEO world. These are actual search terms being used by your buyers. Pay attention.

4. Be Patient and Quiet

We love to jump in and solve problems as we hear about them. In marketing research, stop it. Of course, we want you to acknowledge when some one is sharing pain, but do not jump in with a sales pitch. Listen fully, be present and take notes. Your chance to talk will come soon enough.

Are you struggling to identify the pain your consumer is feeling before they get to you?

We can help. Sign up for our one-hour marketing assessment and discover a process that will help you plan, create, execute and measure your marketing efforts.

www.plumbmarketing.com/marketing-assessment/

EMPLOYEE SPOTLIGHT: *Luke Woodruff*



Luke Woodruff joins Plumb Marketing, adding his creativity, drive and leadership to our business development team. Luke has a diverse background in digital marketing and product development which is certain to be an asset to our clients. After graduating from the University of Colorado Boulder with a degree in Integrative Physiology, he discovered a new passion for marketing and business development which has led him to the Plumb Marketing door. Luke is a Colorado native with aspirations to travel to each continent. He has two under his belt. In his free time, you will find Luke enjoying twilight golf, snowboarding or spending time with his family.



SWEET DEALS Exclusively from Plumb Marketing

YOU HAVE DONE ALL OF THE WORK TO IDENTIFY THE PAIN POINTS OF YOUR PROSPECTIVE CUSTOMER. NOW THE QUESTION IS "HOW DO I FIND THEM?"

WELL, WE HAVE LISTS!

In fact, our lists are some of the highest quality in the industry. Purchase your mail list from us between now and November 1st, and we will give you the 1st 100* names for free! **Visit [www.plumbmarketing.com/services/mailling/mailling-list](http://www.plumbmarketing.com/services/mailing/mailling-list) or call us at (720) 605-6560 for more on the types of lists we provide.**

*Minimum order for 1000 names required to take advantage of this offer. Expires 11/1/2018.

CLIENT SPOTLIGHT: *Volunteers of America Colorado*

Volunteers of America Colorado has been helping our most vulnerable populations since 1896 through over 30 distinct human services programs, including affordable housing and healthcare. They help more than 200,000 Coloradans each year rebuild lives and reach their fullest potential. Plumb Marketing is proud to assist this dynamic and amazing organization with print and direct marketing programs that not only further their brand awareness but increase donations and drive attendance to their various fundraising events and volunteer opportunities.

Patina Grayson, Director of Marketing and Public Relations, and her team recently spoke with Plumb Marketing about the effectiveness of the promotions that Plumb Marketing has ran for them over the years. One of our favorite things about Patina is her passion for data, love for campaigns and her desire to help our community. We love this about her because those are some of the many things we also love to do here at Plumb Marketing! Her biggest challenge in her role is that many see Volunteers of America as a source for gaining volunteers, which is not the core function of the organization. They support and empower at-risk youth, low-income families, elderly, veterans and domestic violence victims specifically with affordable housing options.

Joan Blick, Major and Planned Gifts Coordinator, shared with us the organizations desire to increase donations to help more people. She really enjoys working with the donor base to ensure that each individual knows their contribution is essential to the success of the programs that are supported. She chose to work with Plumb Marketing when she set forth a goal to entice current donors to give more, specifically in legacy giving. She reported that she



enjoys the level of service, creativity and organization that she receives from Plumb Marketing. We certainly love to hear this but more importantly, after we met and provided additional insight and ideas on her appeals program, she began to see even more results. In fact, Joan recounted to us that in the last year of working with Plumb Marketing, she has seen an increase in donations of nearly 33%, with the largest increase coming from the lowest donor group. A revamp of the annual appeals letter spoke to this group in such a way that many increased annual donations from \$100 to \$1000! We love results like this!

Volunteers of America Colorado also recently added Emily Latimer to the team. She is the Marketing and Public Relations Specialist. As they continue to grow and assist more people, Emily is tasked with planning and executing public fundraising events. She joined the team with a background in wedding planning in New York. She also has expertise in social media and communications. On top of all those great attributes, she has a passion for food, travel and photography!

We look forward to assisting her and the entire team with more ideas about how to market directly to their donor base so that Volunteers of America can continue to lift up those in need. **www.voacolorado.org**



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OPEN HOUSE ANNOUNCEMENT

Come Out And Play! Plumb Marketing Will Be
Holding Our Annual Open House Event!
Meet the team, play a few games,
enjoy light refreshments and snacks!

**Tuesday, August 28, 2018
from 4pm-6pm at our offices.**

2820 S Zuni St., Englewood, CO 80110
To RSVP call 303-607-9424 or online at
<http://evite.me/DnhdsnfQbb>

RESPONSE BUILDER WEBINAR INVITE

Do you want more response,
more leads and more customers
from your direct mail efforts? Join
us for a LIVE demo of our direct
mail centric, online follow up tool,
Response Builder.

**August 30, 2018
8:30-9:00am**

Learn more and RSVP at
plumbmarketing.com/rsvp