



PLUMB
MARKETING

Straight to sweet results

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

plumbmarketing.com

**GROWTH
IS NOT
ALWAYS
ABOUT NEW
CLIENTS**

According to Invesp, a leading marketing research firm, only 18% of businesses spend time, money and energy on retention versus acquisition marketing. Yet, increasing retention numbers by as little as 5% can increase profits exponentially! The report continues to share that it costs 5 times more to acquire a new client than to keep an existing client happy and buying more. How can your company create a focus on retaining clients? Here are 5 programs that we have run at Plumb Marketing with astounding success that have helped propel us to new growth within our existing client base.

1. Regular newsletter communications.

And we are not talking email, although this technique has its place. We mean a well-crafted, printed, consistent, mailed newsletter to your existing clients. Unlike an email communication that often deleted on average 75% of the time before it is ever read, a newsletter mailer is tangible, may sit on the kitchen counter for a few days and keeps your branding in front of your already happy client. Make sure it is chock full of amazing content, client spotlights sharing success stories, employee updates and valuable offers. Your clients will begin to look for your mailer.

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PLUMB ONLINE WEBINAR INVITE

Does Your Marketing Collateral Need A Review For 2019?

Join us for this upcoming webinar about the power of a custom, online, print-on-demand portal that gives you the ability to review and centralize all ordering of your marketing materials. From business cards to flyers, t-shirts to name tags, Plumb Online will save you money, time and resources!

December 6, 2018 | 8:30-9:00am

Learn more and RSVP at plumbmarketing.com/rsvp-plumb-online/

2. Welcome kits and occasional gifting.

We have all received the occasional calendar, a card and even a gift from some of our top vendors during the holiday season. But do you send out these items for new clients and existing clients throughout the year? One study by Brandwatch shows that a company that receives a promotional gift from a vendor partner as a thank you for doing business are 79% more likely to do business with vendor again.

3. Value-focused customer experiences.

Did you know a current client is 60-70% more likely to purchase something new from you than a new prospect? Yet so few businesses arm their entire staff with the ability to identify and pitch new ideas to clients. While we know not everyone in an organization is skilled at “selling”, a customer comes to respect a high level of customer service that includes suggestions on how to grow. Be sure to arm your customer service and account management representatives with tools to identify new upsell opportunities. Your client will thank you.

4. Quarterly business reviews.

This is a new practice that we are instituting at Plumb Marketing in 2019. We have been doing reviews with our clients for years, just not on a formal and consistent basis. Then we realized that when we visit our clients regularly, even if via a quick phone call, to check in on their experience

with us, we find many opportunities to help. After all, through the course of our daily operations, we see programs that include lead generation, marketing strategy and creative ideas to help companies grow. If you are not visiting your clients consistently, now is the time.

5. Invest in a CRM so you do not lose details.

The number one reason a customer leaves you is that they believe they are no longer cared for. By implementing a customer relationship manager (CRM), your team can stay on top of critical details about client communications, important dates and drops/increases in sales activities. You might be surprised how much remembering a birthday, anniversary, names of children, past order details and last communications with your company can go towards building loyalty and improving the client experience. We all want to be heard, seen and cared for. When you have 500 clients, the details can no longer live in your head.

DO YOU NEED OTHER CLIENT RETENTION IDEAS?

We have spent a lot of time exploring this area for ourselves and our clients over the past 22 years. Contact us. We would be happy to share what we have learned.

EMPLOYEE SPOTLIGHT: *Jim Kotch*



Plumb Marketing welcomed Jim Kotch to our team earlier this summer as a production assistant. Jim has become a critical member of our team, especially as the lead night manager during our very busy political season! Jim comes to us with over a decade of print and mail experience along with several other talents, such as being a certified welder and holding Class A CDL drivers license. He enjoys spending time with his daughter and 2 grand children whenever he gets the chance. A little-known fact about Jim is that he also enjoys finding worn antiques and refurbishing them into a second life. As a Colorado native, Jim also enjoys fishing and hiking in the mountains. We are sure happy to have his talents within the Plumb Marketing family. Jim is responsible for much of the machine work needed to get your mailers out correctly and on time. Thanks for all you do Jim!



SWEET DEALS Exclusively from Plumb Marketing

NEED HOLIDAY CARDS? WE DO THAT TOO!

And we make it easy. You simply choose a card style, message and envelope from our selection, send us your list of recipients and their addresses and we do the rest!

View this year's holiday card catalog by visiting plumbmarketing.com/holidays. Then call your account manager to order! We print, stuff and mail for you!



CLIENT SPOTLIGHT:

Major League Baseball Alumni Association

When Kate Tyo, Director of Membership and Development, contacted Plumb Marketing during the summer of 2015, she was seeking a partner to assist the organization with managing outgoing, external communications to members. Her initial needs consisted of simple letter printing and direct mail to maintain engagement with membership. Quickly, she and her organization discovered Plumb Marketing could offer so much more.

By early fall, Kate began to rely on Plumb Marketing for other marketing programs, such as large format window clings for an upcoming event, package kitting and fulfillment for membership gifts and postcard mailers to solicit for new membership. When asked why she chose Plumb Marketing, she replied, "Your group asked the right questions!" We have maintained this level of service with bi-annual reviews with Kate to ensure her group is meeting the goals and objectives for membership retention and growth. Kate continues to report that we are responsive, creative, competitive and detail oriented.

The value that Major League Baseball Association continues to receive from Plumb Marketing is peace of mind, knowing that they have an entire team on their side to manage their external communications, which maintains brand equity for the organization and provides consistent growth within their membership.

The Major League Baseball Alumni Association was founded in 1982 to promote the game of baseball, raise money for charity, inspire and educate youth through positive images and protect the dignity of the game through former players. It is our pleasure to continue to serve this amazing organization. Now, let's play ball!





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

DIRECT MAIL

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MARKETING PLAYBOOK

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PLUMB MARKETING NOW ACCEPTS ONLINE PAYMENTS

Visit www.plumbmarketing.com
to pay your next invoice.



Hey! You found me!

Email contact@plumbmarketing.com
to be entered to win a \$100 VISA
cash card!

Happy Thanksgiving!

THANKSGIVING IS JUST AROUND THE CORNER!

We are so grateful for you that we want to share in a little fun with a turkey hunt. Just visit our website between now and November 26 to search for our Tom the Turkey image. When you find him, send us an email (contact@plumbmarketing.com) with his location and you will be entered to win a \$100 VISA cash gift card!

**Legaleze - Employees and their families are not eligible to win. One entry per person. Winner will be drawn randomly from all entries and announced on our Plumb Marketing Facebook page at noon on Monday, November 26, 2018. Winner will also be notified via email. No purchase necessary to enter.*