

WINTER 2019



PLUMB
MARKETING

Straight to sweet results

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

OMNICHANNEL MARKETING

Are you using it at all?

According to Idealliance, people receive 1900 ads electronically and 520 promotional emails per month. Alternatively, approximately 75% of direct mail is at least scanned, if not opened and read. 69% of Millennials report reading their direct mail, with most on the same day.

No wonder digital fatigue is happening!

Instead of inundating your prospective customer with sales messages at random, create an

omnichannel approach to your marketing strategy. Essentially, this means really map out the buyer journey, notating each point where a consumer may encounter your brand, including after the sale. Then meet your consumer at each of these points, leading them through a journey to purchase your product. This concept is different than multichannel marketing, where the emphasis is on being everywhere your customer is, including digital and traditional advertising. Instead, omnichannel marketing is where each point in your marketing

Continued on page 2...

strategy builds on the last interaction with the consumer, where ever they may be, with a cohesive and integrated message.

Hubspot recently published a great blog sharing 7 brands that embrace fully the tactic of omnichannel experiences for their customers. Essentially the article shares that using all of your marketing assets in tandem (in other words, all working together towards one campaign) provides a seamless experience to the consumer. This builds brand equity, trust and most importantly, bottom line results.

To truly develop an omnichannel customer experience, a company must include every department that front faces to the consumer, including: marketing, sales, customer service, product development and support. An excellent example is from our own backyard, REI. REI treats their customers like stakeholders, with cash back rewards for purchases, lifetime guarantees on products, and investment in technologies to improve the shopping experience. They recently developed an application to

help shoppers within their stores find purchasable items. These same items are featured in their printed catalog, direct mail offers, in-store apps, kiosks and other shopping touch points. The application is tied into their point of sale inventory program to ensure that if a shopper finds an item online, it is in stock or if an item is out of stock, it is notated across platforms. Now that's an integrated approach.

If you are still silo-ing your marketing efforts instead of creating a targeted, integrated, omnichannel approach, contact us. We have a marketing play book to help you think through each point in your customer's journey to buy. Once this journey is identified, a marketing plan is easy to put in place.

Need a plan?

Contact us to learn more about our marketing playbook program to strategically plan your marketing today!

<https://www.plumbmarketing.com/services/marketing/marketing-playbook/>

EMPLOYEE SPOTLIGHT: *John Major*



John Major joins the Data Processing and Print team at Plumb Marketing to bring a deeper knowledge of the print industry as we continue to expand our services. John has been working in print for over 30 years! John is married with 5 children and lives in Littleton. In his free time, John helps his wife with her organization, Car-yenne 4 Kids. Together, they provide hippotherapy (therapeutic horse riding) programs to children and adults with special needs. Welcome John!

**p.s. They are always looking for volunteers!
Visit car-yenne4kids.org to learn more.**





SWEET DEALS *Exclusively from Plumb Marketing*

ARE YOU LOOKING FOR A MORE INTEGRATED, OMNI-CHANNEL APPROACH?

Try our online advertising follow up program for your next mailer. Increase exposure, improve response and get more business by using Response Builder!

This platform includes:

- Enhanced Mail delivery tracking, including Informed Delivery through the USPS and Google map integration.
- Call tracking to a special number dedicated only to your campaign to better measure results.
- Google display network advertising that follows visitors from your mailer to your website, increasing conversions.
- Facebook and Instagram advertising following the list of people who received your mailer.
- Social media matching to find the people on your list and deliver ads BEFORE receiving the mailer.
- NEW! Lead generation tools, tracking specific people who came to your website as result of your campaign.
- Real time dashboard to track results.

DO WE HAVE YOUR INTEREST PEAKED?

Contact us for a demonstration and see how your next direct mail piece can get even MORE traction, better results and generate more customers for your business.

Plumb Marketing Ups Their Game In Direct Mail!

We are very pleased to announce our account management team recently completed the Idealliance MailPro Fundamentals certification process! This distinction means our team now can provide an even higher level of service as it relates to the mail supply process. This advanced certification included:

Fundamentals of mail processing • Processing categories • Addressing • Intelligent barcodes Automation • Postage payments • Return and Reply services • And more!

Congrats to our amazing team mates on the accomplishment of this important certification.

Learn more about our direct response mail programs, now with online follow up advertising on the Google display network, Facebook and Instagram, on our website.

<https://www.plumbmarketing.com/services/mailing/>



2820 South Zuni St.
Englewood, CO 80110
720.924.7446

plumbmarketing.com



Presorted STD
U.S. Postage
PAID
Permit #4033
Denver, CO

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 plumbmarketing.com
to pay your next invoice.

**ARE YOU FOLLOWING
US ON FACEBOOK,
TWITTER OR LINKEDIN?**

If not, join us as we put out a daily direct response marketing tip, industry updates, specials and more! (psst. Also look for us in March when we will have a leprechaun hunt with prizes on these networks for St. Patty's Day! You could win a \$100!)

**INTERESTED IN ONLINE
ADVERTISING THAT
FOLLOWS YOUR DIRECT
MAIL PIECE?**

Get more response, higher returns and more bang for your buck with Response Builder, the online advertising platform that works jointly with any mailer to give it more life online.

**Our next demo is on
February 26, 2019 at 11:00am.**

Learn more and RSVP at
plumbmarketing.com/rsvp

