

SPRING 2019



PLUMB
MARKETING

Straight to sweet results

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plumbmarketing.com

We Are Expanding!

PLUMB MARKETING ACQUIRES DBC DIGITAL

Plumb Marketing announces the acquisition of DBC Digital, a leading print and digital marketing agency located in Denver, CO. Plumb Marketing will acquire the DBC Digital assets, customer contracts, and staff to merge and operate as a single entity. This is the fourth company Plumb Marketing has acquired in the past ten years.

The goal of Plumb Marketing is to provide the highest level of direct marketing solutions to help clients grow and succeed. DBC Digital, founded in 2004, was created to serve the Denver market with marketing solutions designed to help businesses grow to new levels.

"DBC Digital offers an exciting opportunity for our organization to strengthen and expand into

additional industries through the Denver metro area and beyond," states Lynndell Epp, CEO, and founder of Plumb Marketing, originally named Mail Masters of Colorado. "We are particularly excited about the additional industry knowledge we will be adding to our team. DBC Digital has done an exceptional job hiring the very best."

Greg Sherwood, President of DBC Digital, also commented, "We were looking for the perfect company to partner with as we exit the organization. Plumb Marketing exceeded our expectations tremendously. We have shared core values, similar customer service standards and common vision about how to serve the business market with great marketing solutions."

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The addition of DBC Digital to the Plumb Marketing family of businesses expands the offerings to include additional services, account management, and print production capabilities. Specifically, Plumb Marketing will now include new programs specific to industries such as real estate, financial, insurance, and mortgage, including a new video marketing platform for Realtors.

The evolution of Plumb Marketing has just begun. From humble beginnings in the basement of an apartment building to becoming a major political

mail house, Plumb Marketing has deep roots in direct mail marketing. The company also operates a large e-commerce fulfillment house from its 25,000 square foot warehouse in Denver, Colorado. The team showcases innovation after listening to their customers needs to create growth for a client's business. To those who say print or direct mail are dying industries, our response is you aren't paying attention. We are reinventing the direct marketing business one political campaign or retail fulfillment contract at a time.

EMPLOYEE SPOTLIGHT

We are so excited that many of the DBC Digital staff members have chosen to stay on with us at Plumb Marketing!

Greg Sherwood will be leading our Key Accounts programs, diving in deep with some of our very best clients, to provide advanced marketing strategy and provide solutions that can scale with their goals and objectives. Greg has specific expertise in the real estate industry as the former national president of Grubb & Ellis. He is an outdoor enthusiast in every way and is looking forward to a bit more free time to travel with his wife, Joanne.

Heather Brinkley joins us as an Account Manager and is already making a huge impact as a member of our team. She has over 30 years of customer service experience, design, and sales. As a Colorado native and MSU alum, she has local industry knowledge that is second to none. She is also a self-proclaimed lover of chocolate.

Dysis Hughes will continue to lead the charge as an Account Manager Assistant, giving our account management department support through pre-press design and prep, customer service, estimating and so much more. We are certain she will be a true value to the busy team. You can find Dysis exploring the mountains in her free time.

DeLys (Dee) Strickland will join our design and print services team, bringing some new offerings to our 2nd shift print crew. We are specifically excited about Dee as she is a natural at quick turn color print for the many Realtors we will now be serving. Dee has lived in Colorado for over 25 years, plays the piano and enjoys home improvement projects. Perhaps she can help us revamp our new samples area!

Be sure to save the date for our open house (showcased on the back of this newsletter) to meet the new team members and discover the unique talents each brings to our expanding team.



SWEET DEALS *Exclusively from Plumb Marketing*

NOW AVAILABLE!

Do you need quick turn postcards to mail out to your clients? We now have a HUGE library of plug and play templates available through our new company. If you are in-home services, real estate, or any organization that wants easy to order sports schedules, just listed/just sold, customer appreciation event invites and more, visit our new online ordering system!

The shop includes:

Business Cards • Door Hangers • Pop-By Gift Tags • Postcards • Property Flyers • Magnets

VISIT [PLUMBMARKETING.COM/DIGITAL-ON-DEMAND](https://plumbmarketing.com/digital-on-demand) TO GET STARTED!

Extra! Extra! Read All About It! – 9 Ways To Craft Powerful Headlines

Without a great headline, no one clicks, reads or converts. It all starts with having a headline that grabs attention. This is true for a blog post, TV ad, mailer and any other marketing piece you may use in your business. So how can one craft a headline that compels people to pay attention in a busy world? Here are nine easy tips to help you along:

- 1. Be unique.** The more unique, the better.
- 2. Brainstorm, there are no bad ideas.** One of our favorite exercises when developing headlines is to pull out a whiteboard and start writing words and phrases that are relevant to the product or service. We get headlines that are serious, silly, some are even outright wrong, but at the end of the session, we usually have a headline that works.
- 3. Test it.** Once you feel like you have a good headline, test it out on your staff, friends and networking groups to see if people respond how you desire.
- 4. Use a keyword.** We all have some sort of keyword research in our businesses at this point. Pick a keyword that gets high volume in the search engines. You have all of the research you need with this technique to know people will be looking for it.
- 5. Use numbers, "how to" or "why".** There is proven research that people respond at higher rates when you include a number, the word "how to" or ask a question in your headline. We like to use odd numbers as they seem to grab more attention than even ones.
- 6. Negative language works.** As much as it pains us to say, using a negative framework that points out the pain around the problem your product or service solves actually works much more effectively than positive language. While we always like to keep positivity in everything we do, the world does not always agree.
- 7. Avoid clickbait.** Make sure the headline is relevant to the content or you could get into some trouble, not only with the trust of your readers but also the world of Google. Relevancy scores are now being measured via internet advertising, social media, and other digital marketing.
- 8. Hint at something outrageous.** A great headline will tease a bit about the content it is promoting. Again, make sure you are being relevant but feel free to be outside of the box when describing your solution. It could lead to some really great headlines!
- 9. Use humor but be careful.** Puns, sarcasm, and jokes sometimes require context and can be read differently than meant. Again, if you use humor, wordplay or other forms of being "punny", test it. Social media is a great place to see if people "get it."

Need more ideas on great headlining? Contact us at Plumb Marketing.



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SAVE THE DATE!

Plumb Marketing will be holding an open house on June 13 from 4 pm to 6 pm. Join us for prizes, light refreshments, games, and fun at our Englewood location. Come meet some of our new team members, tour our fulfillment warehouse and discover new ways to market your business.

Date: June 13 | Time: 4-6pm

Location:
2820 S Zuni, Englewood, CO 80110

BUDGET BUSTER!

Is this time of year the end of your fiscal budgeting? Many budgets are built in a way that if you do not use it, you lose it. We have an entire promotional items arm at Plumb Marketing that is PERFECT for schools, government and any other group that may need some branded items and a little budget left over to spend.

Visit www.plumbmarketing.com to shop our entire selection.

**Now through the month of June, enjoy
FREE shipping on any promotional items
order over \$500.**

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

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