

AUTUMN 2019



PLUMB
MARKETING

Straight to sweet results

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DIRECT MAIL *For Movers*

Quick! Name one segment of the population that really, really wants to hear from you now. Did you guess your new next-door neighbor? You're right! Ninety-nine percent of folks who move to a new neighborhood want access to specific services within 30 days of settling in. New movers are generally open, sometimes confused, most likely tired and eager to learn about their chosen 'hood. That one-month window is a great time to tell them about the automotive, personal or restaurant services you offer.

How can you reach them?

The best way to reach new movers near you is to strategize a great direct mail plan. Consumers interact with direct mail more often and more thoroughly than they do email. It's a fantastic way to let potential customers know about your unique product or service.

To be successful, design your direct mail keeping these things in mind:

1. Know your mover:

According to the U.S. Census Bureau people are moving for one of 5 top reasons today:

1. They're relocating for a job.
2. Their relationship status has changed.
3. They want a more affordable residence.
4. They're a first-time home buyer.
5. They just want a change of scene

Put yourself in the mover's shoes. What is their mindset? What do they need right now? Target one of the reasons your demographic relocated, address their specific needs and you'll seem "in touch." Your target customer will trust you and be more likely to respond to your campaign.

2. Partner up:

Consider connecting with a direct mail company to help design your campaign. An expert in direct mail can help you discover who has recently moved to a specific neighborhood and shape an effective mailing list. You'll get a maximum return on your investment and the company can help you compile data to continue your success.

3. Help the new mover get to know you:

Tell new movers an emotional or statistically-accurate story about your business with a few well-chosen words or a great image on your mailer. Tap into their emotions: Help them feel that you are the provider of choice in their new neighborhood. If you cut hair, let them know about the event you recently held to give free haircuts to brave fire-fighters. If you provide oil changes, let the mover know that 85 percent of the people in their neighborhood come to you for a specific service.

4. Give movers a deal:

Moving is expensive and exhausting! Everyone needs a break as well as an "easy" button right after moving. Offer to pamper the new mover with discounted massage therapy, give away free pizza or a refreshing drink or offer a two-for-one deal on cleaning supplies.

5. Be easy to reach:

Ensure that your direct mail call to action appears multiple times. Provide your phone number as well as a QR code to address different communication styles. Then, don't be afraid to do it again. Customers are more likely to respond to offers when they see your name more than once.

6. Keep track of your success:

Take note which offer brings in the most business. What kinds of customers are showing up at your door? Ask customers how they found you. What service or product do they come in for again and again?

7. Do it again:

Use your data to repeat direct mail campaigns that work. Build name recognition and build repeat business.

**Need more ideas and new mover campaigns that generate business?
Contact us. We have the program for you!**

EMPLOYEE SPOTLIGHT: Adam Kemper



Adam Kemper joins the Plumb Marketing business development team as a client acquisition manager! Adam is a well-known fixture in the Denver community with almost 20 years of customer service, marketing and sales experience. He is highly active in many volunteer organizations in the community, including Children's Hospital, St. Jude Children's Research Hospital and most recently the Leukemia and Lymphoma Society (LLS). His passion for children's health stems from a personal experience involving his young son's diagnosis of histiocytosis, a rare cancer that attacks LCH cells, a dendritic cell that fights infections. We are grateful to report that Adam's son is in full remission and has been for over five years, meaning he is officially cured of the disease.

To help support the newest member to our team, Plumb Marketing will be participating in this year's Light the Night event that supports the LLS organization. Watch our social media feeds for updates on the walk, donation efforts and attendance.



LEUKEMIA & LYMPHOMA SOCIETY®



➔ If you would also like to get involved, visit <https://bit.ly/33tPc36>



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Programmatic Monthly Marketing Mailer Programs! Stay top of mind, get more leads, close more business and grow your profits by enrolling in one of our plug-and-play set it and forget it monthly marketing programs.

We now have programs for:

- Attracting new movers into your business with our New Mover Marketing Campaign.
- Staying top of mind when home repairs are needed with our Home Services Marketing Campaign.
- Become the neighborhood go-to for medical, dental and emergency care with our Medical New Mover Marketing Campaign
- Celebrate customer birthdays and grow a WILDLY loyal client base with our Birthday Card Mailer Program.

All programs include artwork, print, postage and a targeted list.

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Learn about these and other programmatic marketing now available through Plumb Marketing by visiting: <https://www.plumbmarketing.com/packages/>

Client Spotlight

Colorado Children's Campaign is a local non-profit that has been dedicated to ensuring every chance for every child in Colorado is realized. This group has been serving our youngest population since 1985 with focus on policy change in the areas of education, health and early childhood learning and development. Diversity, inclusion and equity are the cornerstone values that guide the initiatives pursued by the passionate people who make Colorado's Children's Campaign one of the most critical organizations in securing the future of our youth.

Plumb Marketing has been honored to partner with Colorado Children's Campaign to provide print and mail services for their fundraising events, annual luncheon, ballot measure awareness campaigns and various other programs. The group reports that their primary reason for working with Plumb Marketing is in the ease of doing business with us. Our helpful nature, clear communication, strategic thinking, creative ideas and knowledgeable staff keep them coming



**COLORADO
CHILDREN'S
CAMPAIGN**

Every Chance for Every Child

back throughout the year to execute their programs to maximum success.

Colorado Children's Campaign is expanding their programs to include a larger focus on economic security for families, including housing. Their next event is the annual luncheon on September 12, 2019, featuring keynote speaker Dr. Myra Jones-Taylor, a leading changemaker on infant-toddler policy and program development. This is a wonderful event to learn more about the barriers our youth face. For a more family fun event, also save the date for October 10 when Colorado Children's Campaign will be holding their first "Fun-raiser for Colorado Kids" at the Denver Milk Market.

For more information, donation and involvement opportunities to support this important organization, visit www.coloradokids.org.



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JOIN US FOR LIGHT UP THE NIGHT

Plumb Marketing has put together a team of walkers to participate in the upcoming Light The Night Walk to raise money for the Leukemia & Lymphoma Society on September 26, 2019. If you are interested in joining us, contact your account manager or email contact@plumbmarketing.com. Prefer to support through a donation? Thanks!

Just visit here:
<https://bit.ly/33tPc36>

LET'S HAVE SOME MAIL TRIVIA FUN!

Who was the first person to serve as Postmaster General of what is now the United States Postal Service?

- 1) Benjamin Franklin
- 2) Thomas Jefferson
- 3) John Wanamaker
- 4) Thomas Paine

What does ZIP in "zip code" stand for?

Where is the largest post office located?

- 1) Houston
- 2) New York City
- 3) Los Angeles
- 4) Chicago

For the answers, visit www.plumbmarketing.com/trivia/
There may even be a special surprise waiting for you there.

**source: <https://www.funtrivia.com/>*

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

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