

WINTER 2019



PLUMB
MARKETING

Straight to sweet results

2820 South Zuni St., Englewood, CO 80110 | 303.607.9424
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4 TIPS FOR CREATING HOLIDAY MAILERS THAT

Stand Out

Did you know that over 15 billion pieces of mail were delivered during the 2017 holiday season? There's no denying it is a busy time of year where consumers are bombarded with flashing lights – of both the festive and “buy now” variety. How does a holiday mailer stand out, or can it, during this busy time? Here are some suggestions that you can implement year-round, but that are particularly valuable during this time of year.

Get High Tech Mobile

Mailers that implement state-of-the-art technology, such as virtual reality, QR codes to digital pieces, and even virtual reality, are too cool to be overlooked.

Plumb Marketing even has a program called Response Builder that follows your direct mail piece online and shows advertising on the Google Display Network, Facebook and Instagram. If recipients are signed up for Informed Delivery through the USPS, they get an

Continued on page 2...

email that includes the piece for even more bang for your buck! If you don't think you can pull it off this year, talk to a direct mail professional about options for next year, and start making a plan.

Everything you do in direct mail, when linked to digital tracking, can be improved to achieve even greater results. Start a program now so by next year at this time, you will have a predictable ROI.

Make Them Unique

The holiday season is a great excuse for doing something extra special. Consider decorative envelopes, oversized postcards, metallic bling, or other "fancy" elements to make your mailer stand out. Size, weight, color, and interactivity (mentioned above), are all ways to get your marketing piece noticed.

Personalization is also huge – especially with the Millennial market. The more targeted and personalized you can be, the more likely the success of your direct mail campaign. Data-driven targeting is not only possible, it is highly effective.

Get Emotional

Genuine holiday sentiments are always a welcome, feel-good action. Consider ways to show true

gratitude – whether in a statement, photo, or community give-back project. These all build rapport with your prospect and create a stronger reputation for your company.

Consider ways you can create a connection both offline and online, especially during the holiday season.

Plan Appropriately

Remember if you want your mail to land prior to Christmas, there are deadline guidelines to follow depending on the type of mail. USPS says there is no guarantee, so get your mail out before the deadlines for the best chance for pre-Christmas delivery. Visit the USPS website for more information on deadlines or follow us on social media. We will keep you informed.

Plumb Marketing offers affordable direct mail service, digital printing, and promotional products to create a unique and powerful direct mail program. Your one-stop direct marketing shop, let us help plan and streamline your direct mail for sweet results.

Contact us today to make the most of your holiday mailers!

EMPLOYEE SPOTLIGHT:

Our Data Department is Growing! Welcome to Jamie Mackey



Jamie Mackey began her work with Plumb Marketing in early 2019 as a temporary worker, an employee group often used here to meet fluctuations in demand. After several weeks in this capacity, we uncovered that Jamie has a background in internet technology with an emphasis in quality assurance. She enjoys technology work as she finds it challenging. With a constantly changing environment, she finds there is always some new to learn and master when working with technology. She comes to this role in our data department to assist in getting mail data and printers on track each day. She will also be working on streamlining automation to create a more efficient department. Jamie is a Colorado native with a 22-year-old son and a 2 year-old granddaughter. She loves dogs and has two fish and a frog as pets. She loves volleyball, making jewelry, arts & crafts, outdoor sports, hiking and camping. Welcome Jamie!



SWEET DEALS *Exclusively from Plumb Marketing*

YEAR-END SAVINGS!

As 2020 is just around the corner, close out your 2019 budget by shopping our promotional items section. Did you know that we can print your banners, pens, t-shirts, water bottles and more?! To see our entire collection, visit plumbpromos.espwesbite.com.

TAKE 10% OFF YOUR ORDER OF PROMOTIONAL ITEMS!

Mention **HOLIDAY2019** to your account manager when ordering to redeem (does not include tax or delivery). Offer only on promotional items. Not valid with any other offer. Must be used by Dec 31, 2019.



Plumb Marketing Hits The Road

2019 proved to be a great year for Plumb Marketing, with a staff large enough to begin to attend trade shows and industry conferences. For the second year in a row, Lynndell and Shara headed to Chicago for Print19 with a goal to learn more about automation and best practices for direct mail and commercial print providers. Both Shara and Lynndell were on panels speaking at the conference about the power of direct mail and how to best run sales teams. Lynndell then attended Printing United a few weeks later to gather his technical providers into a conversation about how to use automation to tie all our systems together. While Shara and Lynndell were in Chicago, Lisa and Greg from the marketing team headed up to Vail to exhibit at the RE/MAX Professionals annual retreat. As the team continues to expand, we expect even more opportunities to learn from our industry, exhibit at more marketing events and give back to the community. Watch our social networks and your inboxes for more details on finding us in the world making a difference and serving our clients.





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CONGRATULATIONS TO US!

Plumb Marketing is proud and honored to be included in this year's Denver Business Journal Book of Lists as the #15 largest marketing company. We plan to push hard next year to make it into the top ten. We also won Denver's Small Business Excellence Award for Marketing for the 2nd year! The only way we win is when you win, so thank you for allowing us to serve you with the very best in commercial print, direct mail and marketing collateral fulfillment services.

MAIL HOUSE TRIVIA

Did you know? The US Postal Service still employs mules to deliver some of its mail? The mule train Arizona delivers mail, food and supplies down an 8 mile trail leading to the bottom of the Grand Canyon, ensuring even these people get their political mailers!

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

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