

# BRAND BOOST

## NEWSLETTER



INFORMATION & IDEAS FOR IMPROVING SALES, MARKETING & PROFITS

[www.ldmailmasters.com](http://www.ldmailmasters.com)

MAY 2021

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## Valuing face-to-face vs. telecommunication

Have you returned to the office? Have you made that first in-person sales meeting with a client since the spring of 2020? No matter your industry, discussion topics for management teams has been, "How do we value meeting clients face-to-face versus the emerging telecommunications avenues we've used in the past year?" Some businesses have realized they can be profitable and keep business growing by utilizing the modern methods of communication. There is no doubt we quickly adapted to videoconferencing and its benefits (cutting back on travel expenses being the main one). Our roots as marketing and sales people are building relationships. Strengths are in our branding, which is part of our engaged employees growing their network. We all know it's rare for grand opportunities to slowly snuggle into our laps like a loving pooch without much effort. It's always good to remember business meetings remain between two people or a group of people. It doesn't matter if it's behind a camera or after a handshake greeting (Ahh, handshakes). Embrace a future with in person and digital meetings. When you make those first few sales meetings on the road, indulge yourself with wardrobe updates. Once you land a meeting, be confident, be mindful of the past year, and grow that network. Remember, if in the service industry, relationships play a major role in landing clients. Those conversations in person will go much further than a post on social media.

## CHRISTMAS IN JULY? LET'S PARTY!

For those of us who love to throw a lively shindig, the 2020 version of a company Christmas gathering was a complete wash. Sure we had gifts for clients and employees, but we missed the community spirit of the holiday season. There is still time to plan, so put the idea of a Christmas in July celebration on the calendar. It could be one to remember. Think of the summer fun and possibilities. Pick beachy, lighter tones for colors instead of the red and green. Swap Christmas tunes for Jimmy Buffett. This could be an unforgettable event and a company boost. The location doesn't have to be indoors (parks, golf courses) or dry (rent a house boat or lake party). See, new possibilities!

### GIFT IDEAS



**FOLDABLE CHAIR** – I tell myself each summer that it's time to upgrade the portable camping chairs. Then September hits and I'm still sinking in the worn out seat. Give away a chair to employees and hope the summer festivals and concerts return.

**WIRELESS SPEAKER** – Plug in your smart phone and jam some summer music. Load up beach-side tunes or opt for the modern Christmas play-list. These portable speakers are great for those on the go this summer from the pool to the parks.



**FLIP FLOPS** – Is there a more fun gift than flip flops in the summer? You can never have too many, right? Pick a color to go with your brand or party theme. This is one gift you'd never give out during the month of December!



## BIKE TO WORK



**“Nothing compares to the simple pleasure of riding a bike.” – John F. Kennedy**

### NATIONAL BIKE TO WORK WEEK (MAY 17-23)

**STAY HYDRATED** – Short or long trips in the saddle, it’s always best to have hydration at the ready. Sports bottles come in various sizes, including this 24-ounce version with a twist on lid. Pick a bottle that can be paired with a bike’s water bottle cage and not too bulky for a backpack.



**SAFETY ON THE BIKE** – Ride on the right side of the road and always wear a helmet. There are certain safety precautions that are common sense when hitting the pavement (or dirt for the adventurous types). If sponsoring a cycling event, look into these low cost but effective safety bracelets. The reflective band is comfortable if worn on the wrist, but can also be strapped to the bike or bag as well. This is a neat idea for festivals as well!

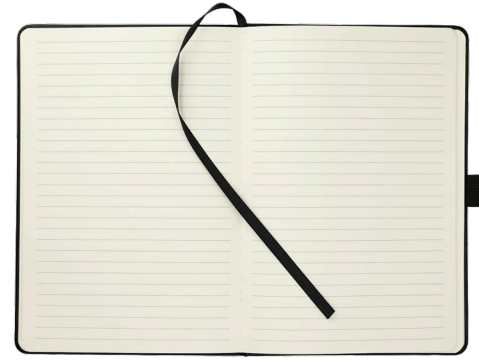




## HOT ITEM: JOURNAL WITH PHONE POCKET



Journals and notebooks are still key for those on-the-spot meetings when note taking is a must. Eliminate the fumbling of your phone, finding a pen, paper and notes with this bound journal book with a phone pocket. There is a business card slot for a professional look. This can make a perfect employee gift or a must have for a sales person on the go.



## QUOTABLE QUOTES

*"A dream doesn't become reality through magic; it takes sweat, determination and hard work"*

**– COLIN POWELL**

*"Love yourself first and everything else falls into line. You really have to love yourself to get anything done in this world."*

**– LUCILLE BALL**

*"Do not fear mistakes. You will know failure. Continue to reach out."*

**– BENJAMIN FRANKLIN**

*"Just keep taking chances and having fun."*

**– GARTH BROOKS**





## Q & A

**Q:**

Employees have brought up getting more involved in awareness issues that we usually shy away from. Is there a strategic way to get involved without seeming like we are doing it just to push our product and brand? Our company wants to move more products, that's for sure, but not necessarily our intentions if we were to get involved.



**A:**

Many large corporation brands have gotten involved in social issues (Patagonia with climate change awareness as an example). It's become obvious the big brands aren't backing down from taking stands. For small to medium sized companies, beware that you better be all in when the decision is made. Most importantly, be authentic. Be prepared for a little blow-back, but if you are committed, go for it. I'm thinking an example could be mental health awareness. If this is a cause your company wants to promote, be sure to engage and offer outreach. This can be about connecting on a human level. Offer forms of stress relief advice — meditation, relaxation, stress balls, walks on breaks — that can be mentioned from time to time as part of your marketing networks. Again, make sure it's authentic.

Stay safe and healthy,

*Brand Boost*



# DAYS <sup>OF</sup> THE YEAR

## NATIONAL GO FISHING DAY JUNE 18

Sit back and relax on the dock or bay in this folding chair that just so happens to have a built in cooler underneath. The cooler holds 40 cans of your beverage choice.



## SELFIE DAY JUNE 21



Adjust your hair and check how the light bounces off your most serious self-portrait face before snapping away for the likes. Selfie sticks can make this all easier.

**GET A JUMP-START ON NEXT MONTH'S FUN HOLIDAYS!**

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