

BRAND BOOST NEWSLETTER



INFORMATION & IDEAS FOR IMPROVING SALES, MARKETING & PROFITS

www.ldmailmasters.com

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Reward your team, clients in the Olympic spirit



Waiting four years sometimes seems like forever to witness the Olympic games. After a year delay, athletes across all realms of summer competition will commence in Tokyo in hopes of reaching gold. So many sporting options are packed into the few weeks including traditional events of track and field, cycling, swimming, boxing and gymnastics. Then there are the intriguing sports some of us can't stop watching like badminton, rhythmic gymnastics, surfing and table tennis. All this upcoming competition leads to rewarding outstanding performances. Sure the official holiday for Employee Appreciation Day was back in March, but anytime is a great time to strengthen bonds be it internally or with clients. One form of gratitude is presenting awards. This can be a yearly event, monthly or weekly depending on the number of employees. Star performances deserve recognition to push toward big picture goals. The awards can go beyond the "Employee of the" Shoot for more detailed awards. Think along the lines of "Safe Keeping," to an outstanding security person or "Growth Czar," to a sales person who landed a deal. Now, don't go crazy and copy the Dundies off *The Office* because no one wants to land in HR over award titles. Hit your clients with awards too! Some ideas: Best Response Time, Best New Idea, Most Creative Marketing Email and so on.

RECOGNIZE WITH AWARDS



SHOW SOME LOVE – It's time to show appreciation with some hardware! There are a whole host of ideas to hand out awards to employees. Then, it comes down to the selection process. Not the selection of the recipient, but, the picking out of the actual award. There are plenty of traditional ways to go: plaque, certificate, "World's Best Boss" coffee mug and more. An array of options are available (L & D Mail Masters can help along the way) from paper weights to unique shapes to make the award stand out. There are economical options, then some that go over the top. But, when it comes to morale, it may be worth it.



PAPER WEIGHTS – Ideal for any desk, these flat, round paper weights add a little company flair to the stacks of documents that need tending to.



UNIQUE KEEPSAKE – Popular due to its rounded crescent-like design, this is perfect for ceremonies to show some love.



GO FOR SLEEK – Raise a toast to the peak performers on your team with a beautiful diamond-shaped award with a base.

HAVE A PICNIC



BARBECUE SET – It's time to light the charcoal or fire up the gas to have a barbecue with friends and/or co-workers. The grill-master of the crew will enjoy a few new tools to their arsenal. This five-piece set inside a zipper carrying case includes a spatula, a wooden cutting board, a fork, a knife and a grilling mitt. Test out that new recipe and let us know if you are the next Top Chef.

KEEP IT COOL – Say you have the picnic day planned out for your team and the weather happens to push the thermometer to the point of wishing Nelly was booked to perform. Place a folding fan on the tables with dinnerware to help keep everyone cool. The neat thing about this version is having two options to imprint either a logo or message. One spot is on the front of the fan, the other on the handle.



HOT ITEM: TRAVEL POUCHES



Summer travel is expected to ramp up with vacations and business trips through the summer months. This pouch is the perfect size (8- by 9-inches) but can pack needed essentials. Made of polyester, the small loose items we often fumble or forget can be compartmentalized in one location for quick, on-the-go, travel needs.



QUOTABLE QUOTES

"If you're not making mistakes, then you're not doing anything. I'm positive that a doer makes mistakes."
– JOHN WOODEN

"Peace begins with a smile."
– MOTHER TERESA

"The soul should always stand ajar, ready to welcome the ecstatic experience."
– EMILY DICKINSON

"Anybody can jump a motorcycle. The trouble begins when you try to land it."
– EVIL KNIEVEL





Q & A

Q:

What are some things to think about when trying to better engage with our customers and clients? Give us something that goes beyond our branding.

A:

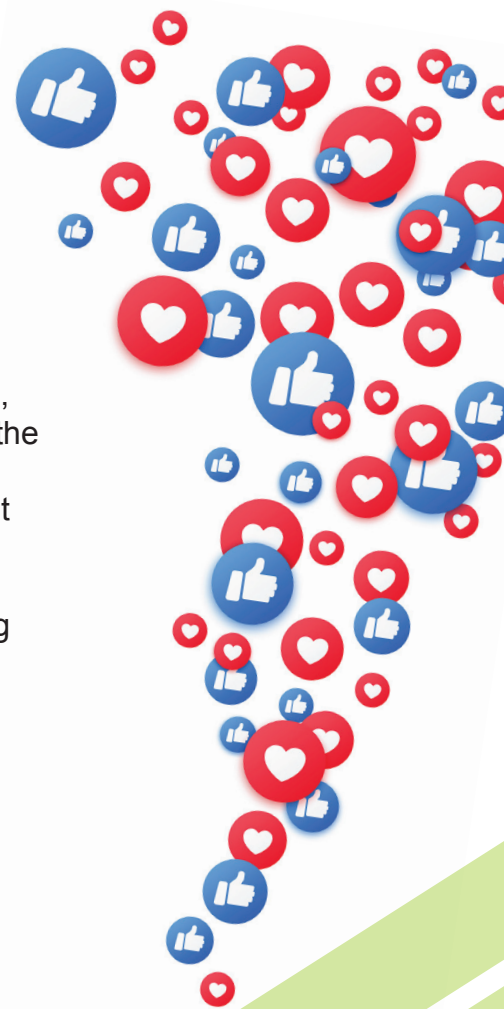
With so many options to engage people – direct mail, e-mail marketing, blogs, social media, videos and so on – one tool to think about is keeping the human element involved in the sales process.

It's important to connect with audiences you want to target. Think about the great people within your company and use their strengths to power your brand to the next level. Those referrals will multiply once employee-driven content is shared. It doesn't hurt to work on your internal marketing principles either by notifying when new content has been posted on the professional branding site.

Plus, if creating hard copy content to distribute, show faces and little glimpses of behind the scenes of your company. It's about keeping it human, regardless of selling products or services.

Stay safe and healthy,

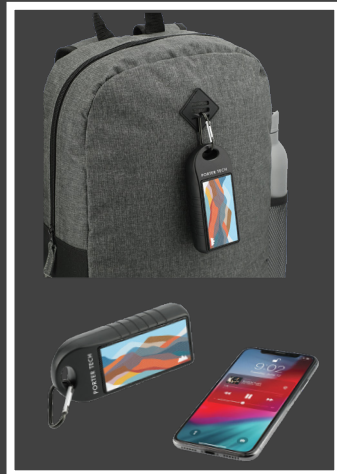
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DAYS OF THE YEAR

EMBRACE YOUR GEEKNESS DAY JULY 13

A compact waterproof bluetooth speaker can clip to your bag this summer as you bounce around from the pool, beach or lake playing your favorite jams.



NATIONAL HAMMOCK DAY JULY 22

Ahh, the relaxation of summer can best be shown with a hammock. Sway back and forth with the breeze as one falls into that quick deep nap.



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

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