



FEBRUARY 2020



BRAND BOOST NEWSLETTER

INFORMATION & IDEAS FOR IMPROVING SALES, IMAGE & PROFITS

CALL US AT 812-981-7161

OR EMAIL

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SPRING INTO SUNSHINE AND GROWTH

The big push of the last quarter of 2019 coupled with the exhaustion that accompanies the end of the holiday celebrations usually leads to a quiet and slower pace during January and February. It's easy to take your foot off the gas and lean into the shorter days and fewer inquiries during this time of year. Instead of letting the first months of the year wash over you, use the extra time to think through your goals for spring and summer. Start to devote days on your calendar to attend spring time events, check in on VIP clients, strategize with community partnerships, and train staff on the new products or services.



PLANT A SEED

Hit the first community event of the year ready to flood potential customers in your community with information and special promotions on your products and services! After a long winter of being snuggled up at home, people are starting to get out-and-about and buying power is starting to see an upswing. By being out there early and talking to people that would be interested in what you're doing, you get to capitalize on hitting goals and projections earlier and building a customer-base that could carry you through the rest of the year. Seed balls are a great giveaway; they have a relatively low cost-per-unit, are a business card that won't get lost or thrown away, and allow you to literally put your contact information in the hands of so many people.



LET THE SUNSHINE IN

Take time out to meet in person with your best clients and bring them a little something to brighten their days. Retaining customers is much more profitable than trying to convert new ones. Truly showing appreciation and being authentic and thoughtful when checking in with the people you've best served in the past cements your status as a person clients will want to continue doing business with. Flowers are a super fun and sunny way to bring brightness to their days and kick off the beginning of springtime.

GROW TOGETHER

Many small businesses are in a shopping center or strip mall with a shared courtyard, sidewalk, or fence line. Work with fellow small businesses and brighten up the outside of your common space with some lively springtime greenery while doing something for the community. Choose a shared local non-profit organization like a school or hospital to raise money for, and sell each flowerpot to customers as a donation. Work together to plant a bloom in each brightly colored pot and start a blooming visual to attract the attention of customers, clients, and the media. Philanthropy helps to build a name for yourself as someone who supports the community, and partnering up with local businesses for a simple and fun project allows time to collaborate and support each other's ventures.



BRIGHTEN YOUR LOOK

Start thinking about the people you want to be the face of your business and who will be best to convey your message. Many of the staff already on your team will likely just need new training in the products, services, and vision for 2020, but with colleagues that have gone new directions or a plan to increase marketing, it's a great time to find and hire bright and sunny new additions to your team. Seasonal retail workers are starting to look for new ventures and it gives you a great new pool to hire from. Give everyone on your team a fresh look with new product shirts and keep them comfortable in the cooler temps in a tee that showcases what's new this year.



BE READY TO GET TO YOUR (GRASS)ROOTS



The first truly beautiful springtime day after a long dreary winter sees so many people escaping the confines of their homes and enjoying the fresh air outdoors. It's a great day to take advantage of the sudden access to crowds; hit the streets ready to roll with your promotional plan already packed up for immediate implementation. Go wherever there's a great outdoor scene; shopping centers, parks, community centers, and hand out some sunglasses... there's a good chance they have been long forgotten and lost with all of the indoor time! These can be branded with your logo and will definitely get use. Prep some marketing materials (think business card-sized) with a quick promotion on it and get your name out there!



BEST IN SHOW

Nostalgia from the '90s is hitting today's pop culture HARD. Caboodles are back in full-force, women's fashions are featuring crop tops with '90s television on them (HELLO Friends!), and throwback video game consoles are consistently a crowd-pleasing gift. So why not draw upon that inspiration when planning your giveaway? Pretty much everyone had one of these totally radical multi-colored pens back in school (and tried to push down all of the colors at the same time even though it was physically impossible). They're sure to be one of the most coveted giveaway items at the trade show, have a low CPU, and prominently feature your logo. There may not be a Trapper Keeper or suede-bottomed backpack in anyone's adult arsenal anymore, but a fun pen bringing back memories of Lisa Frank and Pogs is a great way to take notes back at the office. Small items like these are also a surefire takeaway (space in luggage or totes is super limited) and having a large quantity on-hand won't take up much booth space.



QUOTABLE QUOTES

"Don't worry about being successful but work toward being significant. Success will naturally follow."

– OPRAH WINFREY

"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying."

– JEFF BEZOS

"What do you need to start a business? Three simple things: Know your product better than anyone. Know your customer, and have a burning desire to succeed."

– DAVE THOMAS

"Strive not to be a success, but rather to be of value."

– ALBERT EINSTEIN





Q & A

Dear BrandBoost,

Our company provides occupational and physical therapy to elementary and middle school aged kids. Because of the nature of our business, we're often not available to attend marketing and promotional events until pretty late notice. We would like to be ready to be there to support the community and build our presence within the town, but we're usually unable to get things in order months in advance. Do you have any ideas for a promotion that we could use to carry on whenever we're able to?

Thanks,

OT PT EMS

Dear OT PT EMS,

Serving kids that have pressing needs that require therapy and helping them build or recover skills they need is an admirable and necessary job. Prioritizing serving your kids over community events is one of those choices that's tough; in order to build business, you need to be out there so people know you're there, but to be a good provider, you need to be available for your kids.

Contrary to popular belief, being ready to promote your business at an event could be in a kit that you grab when the opportunity arises! Pack up your informational materials and head out with a fun giveaway that'll be appropriate at all of your events. These kazoos definitely fit the bill! Blowing and manipulating sound are two skills that come up in OT and these noisemakers are a ton of fun. They have a low cost-per-unit and having them on-hand in bulk will allow you to use them at events and as giveaways and tools with your clients!



Best of luck,

Brand Boost



THE RIDDLER



RE-ARRANGE THE LETTERS,
O O U S W T D N E J R, TO SPELL JUST ONE
WORD. WHAT IS IT?

NOTE: THE FIRST FIVE PEOPLE TO CORRECTLY ANSWER THE RIDDLE WILL WIN A FREE GIFT.

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