



Call : 305-443-1332



Branding & Promotion Experts

Gossett Marketing is celebrating our 28th year as a promotional marketing agency. We are experienced marketing professionals that understand business, the bottom line and the importance of maintaining your brand image in all that you do.



Danette Gossett



Greetings!

I know that the level of openness is different all around the country. In South Florida we seem to be more open than some but not as open as other areas of the country.

However, I am starting to find some people are comfortable getting together, socially distanced and masked of course! I went more than 8 months without a face-to-face meeting with a client or prospect. It was very hard for me as I enjoy getting out and visiting clients.

And I admit, the first time I did meet with a client again it felt very strange. I am a hugger, and in Miami, we also kiss as a greeting. No more of course and it felt awkward to just acknowledge the other person. Also, it is harder to tell what a person may be thinking with their mouths covered. Not all eyes are expressive!

So, how are our selling experiences going to look for the foreseeable future?

I have some clients, are open to meeting for lunch at an outdoor restaurant (thank goodness for Miami's winter weather). As a matter of fact, a friend of mine recently flew to have dinner with a client. He felt it was important because he hadn't seen them in almost a year and their office doesn't allow visitors. So, they agreed to dinner. And while they don't have budgets now, they got to discuss possibilities for the future.

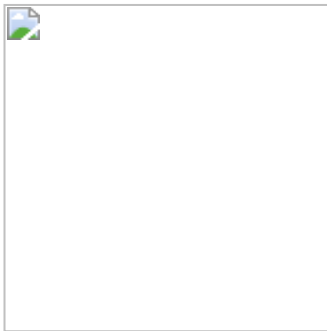
I think this will become more popular as more and more people get vaccinated.

For the past few weeks, I have been averaging about one in-person meeting a week. And I can say that at each one, they were happy to see me. Maybe not me, but anyone new! Masks stayed on, hand sanitizer was handy, and we were able to get down to business.

Of course, I am still having zoom meetings and will start my virtual new product showcase for clients next week.

For everyone, we have to be vigilant for everyone's safety. However, out of sight is out of mind and with everyone so busy these days, we don't want to be forgotten.

So, reach out (if you feel comfortable), you may be surprised who might be ready to meet in person!

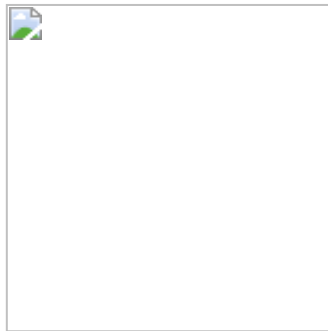


Work from Home Kit

Each kit includes a Webcam cover and wireless charging pad. Packed in a carrying pouch with zip locking closure.

1 color imprint on each item.

50 Qty: \$11.20 each

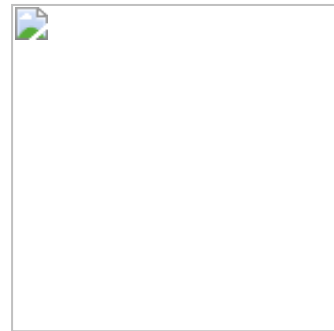


Dual Phone Wallet with Earbud Pocket

Holds approx. 4 cards, ID, etc. Front pocket expands to hold wireless earbuds.

1 color 1 location imprint

150 Qty: \$2.25 each



SPF 15 Lip Balm in Holder

SPF 15 lip balm with light vanilla scent. Silicone holder.

1 color imprint on decal.

150 Qty: \$1.80 each

Sometimes Ideas Are Like Popcorn

You know how it takes a while for popcorn kernels to heat up and start popping? Well, if you remember how we used to make popcorn, you'll probably remember that it feels like those darn kernels are never going to pop.

[~ Read More](#)

Promotional Marketing Expert, Danette Gossett Reveals A New Crop Of

Marketing Ideas That Are Helping Generate Interest And Revenue For Her Clients.

Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett, has successfully created pop-up events for her company and some of her clients during the pandemic that are leading to even more exciting marketing ideas.

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