



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!

Well, only a little more than 7 weeks to go and we will be out of 2020! A New Year's Day will never again be so anticipated. But really will that much change in 2021?

I hate to be negative (and as most of you know I'm the eternal optimist) however, all indicators are saying that most businesses won't be truly back to normal business until mid-late 2021.

While this time of year most of us typically evaluate our progress and begin our planning for the next year, this year we are looking at it differently because, well, 2021 will be different.

With that in mind, we have begun evaluating our business. What will be the trends going forward?

This year many of our clients purchased much needed PPE's and essentials for getting back to work safely. Will those still be a requirement in 2021? Unfortunately, we feel this trend will go on for several years. Will you be ready?

Will there be in-person meetings and events in 2021? Yes, on a socially distant, limited scale we do believe some will come back. However, many events will still be virtual in 2021. So how do you make your business stand out and be memorable? How are you going to be reaching your clients and prospects?

What needs to change?

First, is the need to maintain an up to date client and prospecting lists to ensure you have the correct address for engagement.

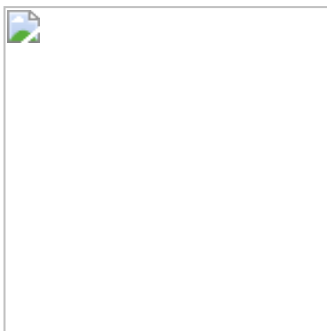
Second, develop a regular "connection" schedule for prospects and clients. Utilize all that is available, email, phone calls, social media, zoom meetings,

direct mail and possibly some in-person encounters. Staying top of mind will be even more important than in previous years.

And don't forget your team. How do you plan to keep your employees motivated, appreciated and engaged while they are working from home? And what about on-boarding new employees remotely? How do you make them feel a part of the team?

These are just a few of the questions you need to start thinking about as you begin your 2021 marketing planning.

There are so many more to consider and we are happy to help. Let's all be prepared to make 2021 a success for us all.

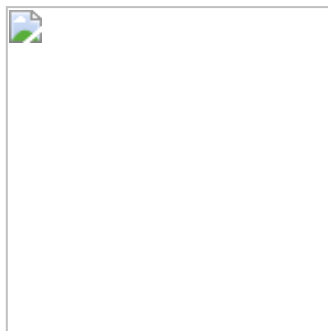


Work from Home Kit

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

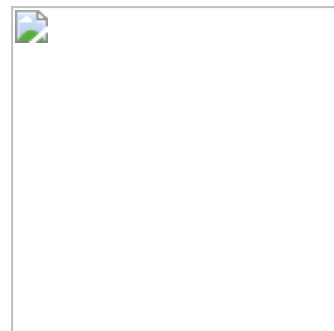


Dual Phone Wallet with Earbud Pocket

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

Let's Be Thankful That It's Almost Over

Remember back in 1999 how everyone thought the year 2000 was going to be full of unpleasant and devastating surprises? Everyone was fearful as they talked about Y2K and all the issues that were supposedly going to make our lives miserable. Little did we know we just had to wait 20 years for the craziness of the new millennium to kick in!

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Promotional Marketing Expert, Danette Gossett, Writes About How She Has More To Be Thankful For This Year Than Ever Before.

Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett, remembers how chaotic the world thought the year 2000 was going to be and talks about how grateful she is that 2020 is almost over.

[~ Read More](#)

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