



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!

Welcome to Fall! It was a very hot summer pretty much every where and I assume we are all looking forward to cooler weather. Since we are still social distancing and preferring to eat outside it will be nice not to be sweating quite so much while doing so.

Since most of us won't be promoting our businesses at in-person networking events or trade shows we need to be creative about how we position ourselves this Fall.

I have always been a believer in direct mail and continue to be. Email is fine but you can also lose many connections because they habitually delete en masse (I confess, I am one) or it never even gets to that point as your message is stopped by the firewall.

Today, people are looking at their mail again. So, what better way to reach out again than by sending an appropriate package?

Right now, I am sure most everyone is receiving the oversized political postcards in the mail. Why oversized? They stand out. They get noticed. Appropriate in this instance.

I personally like bulky mail. Who can resist opening an envelope that is not flat? Our curiosity gets the best of us, we have to know what's in there! And if you package your message effectively, you will get results.

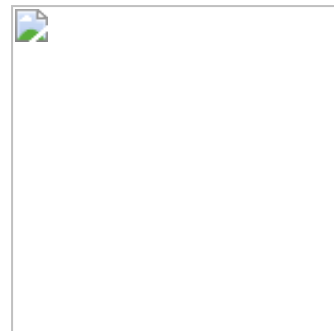
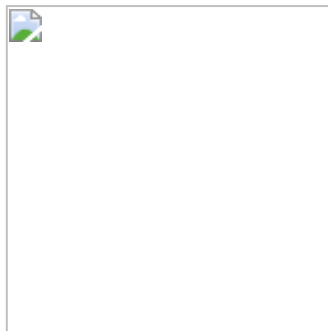
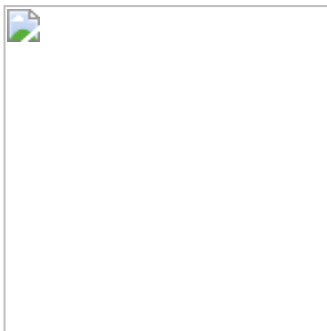
I also think we need to return to mailed holiday cards. Send a thank you or thinking of you message this fall to not only your family but your employees and clients as well. We need that sentiment more than ever now. An e-holiday card is just not the same (if it even reaches the person).

Now is the perfect time to start thinking about how you can reach out to your customers, employees and prospects over the next few months. So many

opportunities to tie in to causes and events in the Fall. Breast Cancer awareness, Halloween (my favorite of course, it's my birthday), Veteran's Day, Thanksgiving, Kwanzaa, Hanukkah, Christmas and New Years give you many ways to interact. A card for one, a fundraiser for another, and a gift of thanks perhaps.

Out of sight many times results in out of mind, even with your employees. So, make a plan now to stay in touch and top of mind. We are all hopeful the new year will bring people back to business and you want to make sure they all know you are still here.

Let us know if we can help.



Work from Home Kit

Dual Phone Wallet with Earbud Pocket

SPF 15 Lip Balm in Holder

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

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

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

1 color imprint on each item.

1 color 1 location imprint

1 color imprint on decal.

50 Qty: \$11.20 each

150 Qty: \$2.25 each

150 Qty: \$1.80 each

Customer Service Determines Any Business's Future In Good Times And Bad

Life is a roller coaster and anyone who comes for the ride must be willing to face incredible challenges as well as exhilarating good times. And, in any committed relationship, be it a marriage or a business agreement, it's how you navigate through the toughest of times that can make you or break you.

Promotional Marketing Expert, Danette Gossett, Featured in PromoCorner Article and Talks About the Importance of Creating New and Different Experiences to Thrive During COVID-19.

Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett was featured in PromoCorner Article where she shares advice on how to make changes that can help your business thrive during a global pandemic.

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