



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!

It is hard to believe it's September and we are heading into the end of 2021. It has been another unusual year as we continue to combat all the issues that the pandemic has brought to our lives.

I think most of us have experienced the effects the pandemic has had on the global supply chain. There are shortages of goods in just about every sector.

Prior to the pandemic, when would you walk into a store and see empty shelves or wide-open spaces? Rarely, if ever. But today, it is becoming a more common occurrence.

Practically every industry is having issues with raw materials, logistical problems and more. Prices are on the rise too. Not just from increases in raw materials and labor, but also for shipping. A container from China not long ago cost \$6000 today it's \$18000. That impacts us all.

How does this impact your business' promotional programs? In many ways, from pricing, availability of goods and in production times.

My strongest recommendation for the foreseeable future is to plan ahead. While there are still a few factories that can offer a quick turnaround, those are getting fewer every week. Long gone are the days when you could call us for a project and we could ship it out the next day.

As a matter of fact, most of our factory partners have informed us that their production time for 2021 will be SOLD OUT by the end of October. Yes, that means if you want something for the holidays or year-end recognition and you wait until November (never mind December) to order you may very well be out of luck.

And, if you want something in January 2022 you need to order by early November.

Why? The factories are short on workers and goods. In the past they could have up to three shifts working around the clock. That isn't happening. So, there is only so much time in a day that the presses will run and that time is finite.

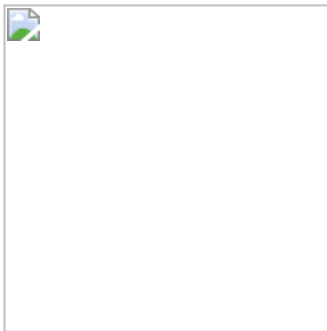
We haven't had this issue in more than a decade. And many may not remember that this used to happen every fourth quarter. We've gotten used to on-demand production availability and vast inventories. Those days are gone for now.

And don't think 2022 is going to be much different. All indications are that the inventory, logistical and labor issues are going to continue into at least the Second Quarter of 2022.

We are here to help. We want you to be able to thank your employees and customers. We want you to have swag for your events and marketing materials for your trade shows for this year and next.

If you do too, then its time to start making decisions. We are more than happy to help you plan out the next 6-12 months of programs to ensure you have what you need. Don't be left without.

Don't wait. Plan Ahead.

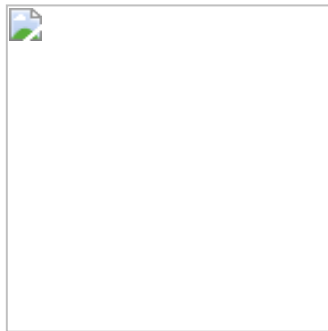


**Work from Home Kit**

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

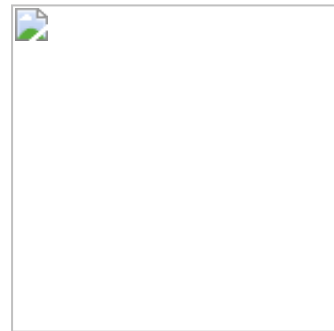


**Dual Phone Wallet with Earbud Pocket**

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

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# Experts Weigh In On Virtual Onboarding Of New Employees

On every industry, since the appearance of COVID-19, Human Resources teams have had to work non-stop at making the virtual onboarding process of new employees as smooth and effective as possible. And, after a year and a half, just as some companies were starting to bring employees back on site, the Delta Variant started flaring up.

[~ Read More](#)

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## Promotional Marketing Expert, Danette Gossett, Turns To Human Resources Experts For Onboarding New Employees Virtually And Shares What She's Learned.

*Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett, goes to the experts who've conducted research on how to make virtual employees feel welcome when onboarded virtually and reports what she has found.*

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