



Communicate. Connect. Grow.

adMarks

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CADM Annual Meeting Recap New CADM Program Year Kicks Off

Thursday, August 21st, members and guests met at Wildfire for the CADM’s 59th Annual Meeting and Luncheon. Our 2014–15 Directors were introduced and the State of the CADM address was given by President Susan Kryl, with an overview of plans for the Program year. Also featured were presentations of the Natalie P. Holmes Volunteer of the Year and the Wheelless Mentoring Award. ●

(At right) Tracey Cymbal congratulates the Natalie P. Holmes Volunteer of the Year Award honorees, Ron Jacobs and the team from Jacobs & Clevenger, who brought the new CADM website to life in 2014.

Brad Schwab, recipient of the Wheelless Mentoring Award, was recognized for guiding and promoting colleagues’ involvement in CADM activities, including Tempo Awards.



CADM Corporate Partner



FEATURED IN THIS ISSUE:

Meet your new DIRECTORS!

AND — JOIN US IN WELCOMING NEW CADM MEMBERS!

15 Sure-Fire Ways to Get Your Emails Opened and Read: Part 1



Pooja Lohana

By Pooja Lohana

*Reprinted from jeffbullas.com
See article at bit.ly/1wn01eB*

You’ve been there before.

You follow all the expert advice out there to the “t”.

You type up a stellar email for your list.

You go ahead and hit “Schedule.”

The next day, you’re excited to pull out the email stats. And you realize it’s nothing you had hoped for. In fact, your open rates are lower than the industry “norm” of 20%, and you’re stuck wondering whether your subscribers are really getting all that juicy stuff you sent their way. It doesn’t have to be so darn hard. There were 3.6 billion email accounts in 2013. By 2016, that number

will reach 4.3 billion. As bloggers, we hear this so often.

“Have an engaged email list.”

“Grow your list.”

“Your list is your biggest asset!”

Yet it’s so easy to make rookie mistakes and see your efforts go down the kitchen sink. Frustrating, isn’t it? But fret not, because there is always a way to save the day. Here are 15 sure-fire ways to make sure your emails are opened and read!

1 Send to add value

Ever receive an email asking you to buy something? And if that happens a few times in a row, you unsubscribe. Don’t let that happen to your list. Share unobligated valuable content first; ask for a sale later. Make yourself *useful*.

9/2014

VOL. 20 • ISSUE NO. 8 • SEPTEMBER/OCTOBER '14

adMarks is printed by
Vision Integrated Graphics
Tinley Park and Chicago, IL

CADM Mission Statement

The Chicago Association of Direct Marketing serves as the hub for Midwest marketers to network and learn from multidisciplinary teams in the areas of digital, social, mobile and response marketing.

2014-15 Leadership Team

PRESIDENT

Susan Kryl, Kryl & Company

DIRECTORS

Mickey Alam Khan, *Mobile Marketer, Mobile Commerce Daily and Luxury Daily*

Josh Blacksmith, FCB

Brent Carter, Restaurant.com

Benjamin Cox, Designata

Tracey Cymbal, Evoke Productions

Randy Hlavac, Marketing Synergy, Inc. and Northwestern University

Dasher Lowe, OgilvyOne

Michelle Robin, Brand Your Career

Howie Schnuer, Infogroup

Brad Schwab, Schwab Group LLC

Mark Skroch, Energy BBDO

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Glenda Berg Sharp, CAE

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Andy Gold, ASG Direct

Marilyn Markle, MarkleDesign Group

For a complete contact list of CADM's volunteer leaders, visit www.cadm.org.

adMarks

(ISSN# 1083-611X)

(USPS # 13036)

is published monthly except combined issues of may/june and september/october by CADM

P.O. Box 578
Westmont, Illinois 60559-0578
312.849.CADM (2236)
www.cadm.org

Periodical postage paid in Oak Brook, Illinois

Postmaster: Send address changes to adMarks c/o CADM
P.O. Box 578
Westmont, Illinois 60559-0578

Each CADM member receives a copy of adMarks as a member benefit.

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Susan Kryl

Carrying our Vision Forward!

A year ago, we introduced the New CADM.

Board member **Randy Hlavac**, a key architect of our new structure, explained our new vision and our focus on our members' professional development, especially in the Five Pillars of Excellence — Mobile, Social, Digital, Response Marketing and Analytics.

Our mantra **Communicate. Connect. Grow.** summarizes that vision.

We want to enable you, our members, to network with thought leaders and experts to learn about new trends, technologies, and strategies and to connect with your peers. Our leadership team continues to work on creating a range of educational programs and networking opportunities to help you to learn, to interact, and to collaborate to improve your expertise and management skills during the coming year.

Our Pillar Leaders — **Mickey Alam Khan** on Mobile, **Brad Schwab** on Social, **Dasher Lowe** and **Mark Skroch** on Digital, and **Cyndi Greenglass** on Response Marketing — have made excellent progress. All the pillars held two or three events and were able to get the "feel" of the new structure. These events were more intimate, offering plenty of opportunity for networking and discussion.

And we are very pleased to welcome FCB analytics expert **Pradeep Kumar** as the leader of our previously leaderless Analytics Pillar.

Rolling out with the Pillar Structure

The key takeaway is that we are now in a position to roll out with the Pillar Structure and involve you, our members, in the programming and the execution of events.

Like most associations, we are realizing the results of our members' busy lives. You still want to network in person, but the time you have available to do this is limited. Relevant content is critical, as is location — many of you work in suburban offices or from home and don't travel downtown to an office each day.

As an example, **Mobile Marketing Day**, attracting 100 or more attendees in past years, only drew about 50 this year. Everyone agreed that the content and venue were excellent — but we learned that a full-day event may be too much time for many people. Our team will take these factors — and your feedback — into account when planning upcoming events.

Please turn to pages 4-5 to meet your enthusiastic and committed board members. Each director heads a team responsible for a specific initiative, including Branding, Programming, Communications, Education, Pillar Synchronization, Membership, Awards, and Sponsorship and Community Outreach. And see page 9 for all our new members!

We are pleased to report that, at the end of FY2013-14, CADM was debt free and financially sound. We offered members free attendance at several events this past year, and we would like to continue to offer you this real membership value. To accomplish this, we will need both financial and in-kind sponsorship. **Randy Hlavac** is leading our team on sponsorship and community outreach, so please contact him at 630-328-9550 to offer your support.

Gain even more value from your CADM membership: Join a team and enhance your opportunities to Communicate, Connect, and Grow! Please contact **Glenda Sharp** (312-849-2236 or info@cadm.org) or me.

Glenda and I look forward to hearing from you!

Best regards,

Tweet me @susankryl or email me at skryl@krylandco.com

October

25–26 Jacobs & Clevenger Case Writers' Workshop

Co-sponsored by MMEF (formerly CADMEF), The Jacobs & Clevenger Case Writers' Workshop is an annual event in partnership with Marketing EDGE's Research Summit that produces timely and relevant IMC marketing cases for classroom use. At this event, companies present their real world situations to aspiring writers and winning case writers present their work and discuss their writing experience.

8:30 a.m. – 12:00 p.m.

Direct/Interactive Marketing Research Summit Conference
San Diego Conference Center

See www.marketingedge.org/events for registration

November

3–6 Incisive Media's ClickZ Live Chicago digital marketing event

ClickZ Live is the evolution of SES Conference & Expo. SES established itself as a leading conference for digital marketers and now takes on the identity of the industry's premier digital marketing publication, sister brand, ClickZ.com. At ClickZ Live Chicago you'll learn to engage customers and increase ROI

by distributing your online marketing efforts across paid, owned and earned media. Join the leaders of today's digital marketing and advertising industry.

CADM members save \$500. Use Discount Code **CADM14CH**
Palmer House Hilton

See www.clickzlive.com/chicago for details and registration

December

4 Mobile in the Morning presented by CADM Mobile Pillar

See www.cadm.org for details and registration

February 2015

28 2014 Tempo Awards submissions due.

Look for the entry kit in December

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CADM's Board of Directors 2014 – 2015

**PRESIDENT****Susan Kryl***Kryl & Company
skryl@krylandco.com*

Susan is a direct and integrated marketing strategist. Under her leadership, Kryl & Company has been the recipient of numerous awards — both for outstanding creative and for exceptional results. Previously Susan headed Chicago's J. Walter Thompson Direct office, where she led her team in major product launches, including Discover Card. Susan's honors include CADM's Charles S. Downs Direct Marketer of the Year Award and local and national Ad Woman of the Year. Her leadership roles include terms as president of the Woman's Ad Club of Chicago and the Chicago Association of Direct Marketing. Susan is honored to again serve on the CADM Board of Directors.

DIRECTOR**Mickey Alam Khan***mickey@napean.com*

Mickey Alam Khan is the editor in chief of *Mobile Marketer*, *Mobile Commerce Daily* and *Luxury Daily*, the leading trade publications covering mobile advertising, marketing and media, mobile commerce, and multichannel luxury marketing, respectively. Prior to founding these publications, Mr. Alam Khan was editor in chief of *eMarketer* and *DM News*. He was also a correspondent for *Advertising Age*. Based in New York, Mr. Alam Khan travels extensively for work and sneaks in visits to local museums, landmarks, and restaurants whenever he can — after hours, of course. Mr. Alam Khan is a supporter of The Metropolitan Museum of Art, Museum of Modern Art and the Central Park Conservancy in New York, as well as the local public broadcast stations.

**DIRECTOR****Josh Blacksmith***FCB**josh.blacksmith@fcb.com*

Josh is a seasoned marketer who brings unique capabilities in managing CRM and multi-channel, integrated programs for his clients. At FCB, Josh has managed the Volkswagen account and currently serves as SVP, Management Director of the Toyota, State Farm, Sears and PACCAR Parts accounts. Prior to FCB, Josh was most recently an Account Director at digital agency Biggs-Gilmore (acquired by VML) in Chicago, where he oversaw eCRM and digital brand efforts for Kellogg's and Heinz. Josh also spent eight years at Meredith Xcelerated Marketing in Des Moines, Iowa, where he was an Account Director for Kraft Foods CRM in the U.S. and Canada. He holds a bachelor's degree in advertising from Iowa State University and an MBA with a marketing concentration from the University of Iowa's Henry B. Tippie School of Management.

**DIRECTOR****Brent Carter***Restaurant.com**bcarter@restaurant.com*

Brent has more than 15 years' experience in database, loyalty, and direct marketing in a broad range of vertical markets, including Gaming, Restaurant, Financial Services, Retail and e-Commerce. He is currently VP, Customer Retention at Restaurant.com, where he is responsible for integrated marketing strategies focused on growing and retaining targeted customer segments. Brent has spoken at various CADM events and is looking forward to sharing more of his experiences with CADM's members.

DIRECTOR**Benjamin Cox***Designata**benjamin.cox@designata.co*

Benjamin Cox is Managing Director of Designata, a marketing agency dedicated to helping brands tell rich and meaningful stories across media. With a fifteen year tenure across marketing roles as diverse as the industry itself, Benjamin has worked with brands big and small, as both client and agency. He holds a Bachelor of Science in Marketing from Northern Illinois University. Benjamin is a dedicated member of the Chicago chapter board for The V Foundation for Cancer Research.

**DIRECTOR****Tracey Cymbal***Evoke Productions**traceycymbal@gmail.com*

Tracey knows image creation and branding from strategy to award-winning execution. Her contributions have improved brand awareness and increased sales for major players including Macy's, Bloomingdale's, JCPenney, Polo Ralph Lauren, Dillard's, Sears, Kmart and Liz Claiborne. In her early career, Tracey developed marketing and creative strategies for large Texas retailers as Direct Marketing Director and VP Marketing Director. She moved to the agency side 15 years ago, working for national photography/imaging studios and agencies as an operations executive and account leader servicing major brands. Tracey has been with Evoke Productions since 2011 and is currently Senior Account Executive, responsible for establishing and building relationships with North American brands.

**DIRECTOR****Randy Hlavac***Marketing Synergy, Inc. and
Northwestern University-Medill**RHlavac@MSINetwork.com*

Elected to the CADM Board of Directors in 2012, Randy is president of Marketing Synergy, Inc.

He focuses on the bottom-line ROI of new technologies and shows companies how to best grow in a rapidly changing marketplace. Prior to starting MSI, Randy focused on the development of analytics and marketing database divisions at Metromail [Experian], TRW Target Marketing Services, and Mutual of Omaha. Randy holds an MBA and multiple education degrees from the University of Nebraska.

DIRECTOR

Dasher Lowe

OgilvyOne
dasher.lowe@ogilvy.com

Dasher has been an active CADM member for 20 years. Dasher is currently Managing Director of OgilvyOne. He is an integrated marketing specialist with experience across all media channels, including television, online, print, direct mail, radio, retail, and social networking. His entire career has been spent on the agency side of the business. Dasher began at FCB (Kobs & Draft at the time) in 1989, served a short stint as Director of Strategic Services for Target Com, and then returned to FCB. He also served as EVP, Managing Director of StarCom MediaVest.



DIRECTOR

Michelle Robin

Brand Your Career
michelle@brandyourcareer.com

Passionate about direct marketing and helping people find jobs, Michelle has translated her extensive B-to-B marketing background into a career focused on her true love: creating powerful career marketing documents that lead to interviews at her clients' target organizations. As Chief Career Brand Officer at Brand Your Career, she works with executive-level sales and marketing professionals across the U.S.

DIRECTOR

Howie Schnuer

Infogroup
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Howie Schnuer is currently the VP of Marketing, SMB at Infogroup where he is responsible for all marketing related activities for various products such as Salesgenie and InfoUSA. Prior to Infogroup he was with Restaurant.com, where he led the marketing, operations and sales efforts of the B2B Incentive & Loyalty Solutions division. With over 20 years of direct marketing experience, list brokerage and management, social media marketing, multichannel marketing, telemarketing and lead generation, Howie has held key leadership roles across a number of companies including: W.W. Grainger, Hammacher Schlemmer and Citicorp. Howie received his Bachelor of Science in Marketing from Bentley University and his Masters of Business Administration from CUNY, Baruch College. He has also earned honors for his participation in the Dale Carnegie Graduate Course and the Direct Marketing Educational Foundation's Collegiate Institute.



DIRECTOR

Brad Schwab

Schwab Group LLC
bschwab@schwabgroup.net

Brad enjoys taking on new challenges and working with people to accomplish success together. He started his career in the construction industry with ITW (Illinois Tool Works). He landed an internship with ITW Buildex and then moved to product marketing for ITW Paslode, working closely with engineering, sales, distributors and manufacturing plants. Brad continued his career by moving into the advertising industry in account management. Throughout his 15 years in advertising he built a solid reputation for providing personalized service and strategic solutions for B2B and B2C brands. His experience spanned all media channels including digital, mobile, social, email, direct mail, retail, television, print and radio. Over the years he worked with clients/brands across a variety of industries and categories, including PACCAR (Peterbilt & Kenworth), SC Johnson, Discover, Chicago Tribune, Shamrock Farms Dairy, Tresemme, Jack Daniel's, Qwest Communication, Web Wise Kids and Brinks Home Security. In 2012, Brad took on a new challenge by starting Schwab Group LLC with his father to use his marketing and sales skills to represent manufacturers of building materials.



DIRECTOR

Mark Skroch

Energy BBDO
mskroch@gmail.com

Mark Skroch's background includes marketing strategy development across traditional, direct, and digital channels. He focuses on helping clients build stronger brands and always enjoys launching new products. He has proven experience delivering against business results in a range of industries including consumer goods, education, finance, mobile, and technology. Mark has an MBA in strategy and marketing from Northwestern University's Kellogg School of Management and gives back to the education community by teaching a masters class on advertising in DePaul University's Kellstadt graduate program.

EXECUTIVE DIRECTOR

Glenda Sharp, CAE

CADM
info@cadm.org

Glenda is Principal of Sharper Associations, an association and non-profit management firm, serving CADM since 2012. After graduating from Purdue University, she began her association career at the American Bar Association, ultimately serving as Family Law Section Director from 1987-2001. She then was named Executive Director of the DuPage County Bar Association from 2001-2010. A longtime member of the American Society of Association Executives and Association Forum of Chicagoland, she earned her Certified Association Executive designation in January 2005. Rumor has it that CADM is her favorite client.



Make Sure Your Emails Are Opened and Read *(continued)*

2 Use your real name

Email marketing is nothing without a relationship with your readers. And how do you build a relationship if they can't put a name to your face? Through emails, you're talking with your subscribers one-on-one. It's a personal channel and you should keep it so. Think about it — whose emails would you rather receive: a close friend or a "company"? That's right, a friend. As you start sending emails with your real name in the *From* field, your subscribers will start *expecting* you in their inbox. That's way more personal than "Awesome Newsletter #28," right?

3 Use your real email address

Guess what happens when you write from "no-reply@awesomecompany.com"? No one replies.

As a blogger, you want quite the opposite. Smart bloggers everywhere are building a *community* of fans; engaging and helping their readers. A simple one-line response to a reader's email could mean a lot and won't take much of your time. Start using your real, reachable email address in your emails. That way, your readers realize you're the real deal. They start trusting you and counting on you. Not just that, monitor replies to this address or if you're too busy, hire a VA to keep an eye on all incoming email. No one wants to whitelist or add a no-reply address to their contact list. In fact, having a no-reply address is not only plain rude but also illegal in some countries.

4 Be ethical

Play by the rules and be sober when you're sending emails. For example, it's not OK to add a person to your list if they hand you their business card or send you an inquiry email. Not everyone who comes in contact with you is happy to be on your list. Better be respectful of people's privacy. On the other hand, it's perfectly OK to ask, "Thanks for your card. I run a biweekly newsletter. Would you like me to send you some regular tips/updates on [TOPIC] to this email?" Most likely, they will say yes.

5 Use hypnotic words

There are many power words that can make your subject lines and text super-engaging.

Some examples are "secrets," "discover," "unleash," "off-limits," "proven," "you," "guaranteed," etc. Two of my personal favorites that work well are "because" and "imagine." In fact, psychologist Ellen Langer did a cool study on using the word "because" to cut in line to use a copier. She used three variations of the request:

"Excuse me, I have 5 pages. May I use the copier?" [60% said yes]

Dear Pooja

Thank you for joining my Smart Passive Income newsletter!

Here's a link to your free eBook guide: [\[redacted\]](#)

I'm sure you will find it useful as a complete guide to publishing, marketing and automating a killer eBook.

THE SMART PASSIVE INCOME NEWSLETTER

The free newsletter will be coming to you weekly and each version will contain tips, tricks

"Excuse me, I have 5 pages. May I use the copier because I'm in a hurry?" [94% said yes]

"Excuse me, I have 5 pages. May I use the copier because I have to make some copies?" [a ridiculous reason, but still 93% said yes]

Turns out, "because" makes people do things.

6 Use clear subject lines

33% of email recipients open email based on subject line alone. Some people try to be extra-smart with their headlines. But sometimes *smart = confusing*. Instead, be straightforward and clearly state what's inside.

7 Write benefit-driven subject lines

People are either motivated by pain or pleasure. Use the two to nudge them into taking action. This action should be first opening your email, reading it, clicking through or responding to it.

The first step is to identify their pain or problem. Let's say your target audience is foreigners living in Spain. One immediate problem they face is not knowing Spanish. You offer a solution with your email series titled "How to Learn Spanish in 29 days" and send them 29 lessons.

You can even go a bit fancy and attach pain to not taking action, as with a limited time offer.

8 Use a simple design

Unless you know what you're doing and why, keep your email design simple. Yes, it means that sidebar with tons of links? It has to go.

9 Replace "I" with "You"

When you use "you," it's a substitute for someone's name, just as when you're talking to a friend in person. The next time you're sending out an email, do this: Reduce the number of times you use "I" and rephrase the sentence to use "you." You'll build a stronger connection with your readers.

10 Be familiar and personal

Use their first names in the salutation to boost engagement. But don't overdo it by using it in every other sentence because that's plain weird and creepy and might hurt your readership.

I was subscribed to someone's list that used my name too often. After a point, it got tiresome to read her emails.

11 Have a personalized welcome message

I like how Pat Flynn does this. (See detail above and more online at bit.ly/1wn01eB.)

12 Use the power of P.S.

Make use of a P.S. (postscript) religiously to nudge them to take an action. Avoid overdoing it though with P.P.S and P.P.P.S.

13 Give them some (white) space

Don't clutter your email! I like how Jon Morrow sends clean, text-based emails whenever he has a new post, for example.

14 Give them everything or a teaser

Some bloggers like to send the whole post in email with some links at the bottom, while others like to send a teaser. There is no one-size solution. I urge you to do your own research and A/B tests of what give you more engagement and boosts click-through rates.

15 Churn out insanely useful auto responders

Let's say you run a web design tips newsletter. Someone who has just joined your list may be expecting a warm welcome message with a few orientation lessons. A subscriber who has been on your list for a few months though, will expect more advanced stuff. It's also OK to promote your products or services. Auto responders make it super-easy to match the right content with your subscriber. You can also keep a tab on where someone is in the customer lifecycle. According to GetResponse, an average auto responder has 8 messages and is 49 days long. Mine has 39 emails that go on for a few months. Readers appreciate receiving high value, meaningful content that makes their lives easy. It's a win-win! ●

See the next issue of *adMarks* for more of Pooja's insider email strategies.

Pooja Lohana has been featured on Firepole, JeffBullas, MarketingProfs, Hongkiat, Problogger and more. She is a freelance writer, content marketer, ghost writer and editor. Talk to her if you want to fulfill your client's content marketing needs, make more sales and live the Un-9-5 life. She can be reached at ghostwriterpooja.com.

Content Marketing Facts 2014

By Jeff Bullas

From [Jeff Bullas.com](http://JeffBullas.com) — bit.ly/1wQblBS

Content marketing has flipped the traditional marketing models from the push paradigm to pull. It's about the law of attraction. It's also inbound marketing (that has been with us for over half a decade) by a different name.

It is an art and a science that rewards creative content creators. It's images, text, videos and podcasts.

The craft of content marketing is also many moving parts. It includes the disciplines of search engine marketing, email marketing and social media. You need to understand that making it work is about earned and paid marketing tactics that need to run in parallel if you want to be visible online.

Is the social web the death of good writing?

The social web of cat videos and selfies sometimes seems to dominate popular opinion and media consciousness. And some worry that it is the facilitator of the death of intelligent writing.

My journey around the web has me convinced me otherwise.

The evolving digital world as we know it is allowing writers we didn't know existed to become visible and reveal their genius. It is providing a platform for writers to grow their skills and receive feedback that can make them better artists. Attention on the web is more about learning and feedback than narcissism.

Content creation can involve bland blog posts and content that puts you to sleep. But there is much to be read that delights, surprises and entertains.

Here are some captivating stats from 2014:

- \$135 billion will be spent on new digital marketing collateral (content) in 2014
- 78% of CMO's think custom content is the future of marketing
- Internet advertising will make up 25% of the entire ad spend by 2015
- Social media marketing budgets will double over the next 5 years
- Email with social sharing buttons increase click through rates by 158%
- Nearly 50% of companies have content marketing strategies

- 33% of traffic from Google's organic search engine results go to the first item listed
- 67% of B2B content marketers consider event marketing essential
- 72% of "Pay per Click" marketers plan to increase their budget in 2014
- 52% of all marketers have found a customer via Facebook in 2013
- B2B companies that blog generate 67% more leads
- 43% of all marketers found a customer via LinkedIn
- 55% of marketers worldwide increased digital marketing budgets in 2013
- Customer testimonials have the highest effectiveness for content marketers at 89%
- Videos on landing pages increase conversions by 86%
- 65% of your audience are visual learners
- Marketers will use dynamic content to deliver highly personalized experiences to the right audiences at the right time
- The brain processes visual data 60,000 times faster than text. ●

Depth.



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What the %!X&! Does “Personalized Marketing” Really Mean?



By Scott Eagle

Reprinted from DMNews.com
See <http://bit.ly/1oNmHnM>

Have you noticed that there are a lot — and I mean a lot — of companies talking about personalized marketing? It’s not surprising why. According to a recent survey conducted by Ad Perceptions (and underwritten by my company), 73% of agency and brand-side marketers agree that personalization represents the future of the industry.

But if you look closely at all of the definitions of “personalized marketing” touted by marketers, it’s evident that there are as many definitions as there are companies claiming to deliver on it. Unfortunately, many of those definitions fall far short of creating genuine individual relationships with people. Many just touch the surface of the value and magic of what a comprehensive, personalized program offers.

I’d like to offer the following as a “no compromises” definition of personalized marketing — one that gets to what marketers really want:

A comprehensive, ongoing, one-to-one communications approach that individually calibrates brand messages and media based on known facts and predictions about the needs, interests, and behaviors of each person in a target audience

I’ll admit that there’s a lot going on in that statement, and that’s because true personalized marketing has many essential elements. In my view there are seven “must haves.”

Individual user profiles and insight: You can’t do one-to-one or personalized marketing without a rich user profile that helps you understand, reflect, and anticipate consumer needs. Personalized marketing is empowered by rich insight at an individual level, not broad segmentation.

360-degree customer view: As the consumer profile for each individual is being developed, it needs to be informed by both online and offline behaviors. This is particularly true for retail, where customers may make some of their purchases online and some offline. Without understanding both sets of behaviors, you won’t have the user insight needed to put the right products in front of each individual at the perfect time.

Ongoing one-to-one relationship: True personalized marketing is about creating ongoing relationships between each person and a brand. The true value of personalization comes to light when we not only please someone today, but also anticipate and reflect their changing needs and attitudes over time.

Genuine personalized creative: Personalized marketing requires creative messages that are tightly aligned to individual user insights. Sticking someone’s first name in a mass email isn’t personalized marketing. Neither is a retargeting ad that shows someone a picture of the last item they viewed on a website. Rather, personalized marketing is about messages in which many aspects of communication are precisely calibrated to a user. Imagery, products, offers, and response mechanisms all attuned to the particular needs and habits of an individual are needed to deliver appropriately personalized messages to all of your customers and prospects. By contrast, three different ads for three audience segments does not personalized marketing make. That is segmentation; and while valuable, it falls far short of the goal.

Individualized delivery: Once you create a personalized creative message, it’s critical that you have the technology and visibility to deliver that message to the particular user for whom it was made. Sounds elementary, but while it’s gotten progressively easier to reach all users or millions of users across digital, it’s far more difficult to reach particular individuals — and do so on a timely basis and at the necessary scale.

Omnichannel reach: We live in a multi-device world, and to create personalized marketing we need to be able to reach an individual wherever and however they spend digital time. That means we need to be able to deliver the personalized message on any device at the precise moment of maximum individual receptivity. Tough stuff, but absolutely essential for “no compromises” personalized marketing.

Individualized media investment: Personalized marketing is ultimately about creating profitable individual relationships with your audience. To do that right, a brand needs to invest the right amount of money on each person. Thanks to exchange-based media, brands can do just that. They can purchase the optimal mix and quantity of ads to reflect each person’s potential business value.

So when you hear people talking about personalized marketing, make sure they’re using a definition that you agree with — one that ensures that your brand creates an ongoing personal relationship with every person in your target audience. ●

Scott Eagle is CMO of Conversant. Scott leads the Company’s global marketing function, including strategy and the integration of marketing programs across Conversant. An accomplished senior executive with a strong background in client-side digital marketing and consumer brand management, Mr. Eagle has over 25 years of experience as a marketing leader managing major Fortune 500 brands and building successful new companies. He can be reached at sgeagle@conversantmedia.com.

Should all of these people receive the same mail piece?

Kodak’s Prosper 5000XL:
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- **Whitney Burton**, Account Supervisor, OgilvyOne, Chicago
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- **Chase Cornett**, Strategic Planning Director, FCB, Chicago
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Ask the DM Experts
by Susan K. Jones,
Susan K. Jones & Associates
and Ferris State University

Strategic Uses of Social Media

Q. *Social media has now become a must-have for most companies and organizations. Yet it seems that many firms are still using social media tactically — not strategically. Can you provide some insights on how to integrate social media into a strategic marketing plan?*

A. For this answer, I am calling upon the wisdom of **Stephen K. Koernig**, Associate Professor of Marketing at DePaul University and **Neil Granitz**, Professor of Marketing at California State University, Fullerton. These two professors are valued contributors to *The IMC Handbook: Readings and Cases in Integrated Marketing Communications*, which I co-edit with Rich Hagle of RACOM Communications and Steve Kelly of DePaul University. The third edition of this text is slated for publication in Fall of 2014.

According to Professors Koernig and Granitz, “Similar to the dot-com frenzy, many companies are frantically embracing social media without a full understanding of how/when/why to use it. One thing is for certain — to remain relevant, companies need to embrace social media. The question is: Which social media

tools are appropriate, and how can/should companies use them?”

The professors suggest that “before we get into a discussion of the strategic uses of social media sites, a quick discussion of traditional marketing strategy is in order. The marketing ‘old guard’ revolved around the ‘Four P’s’: product, price, place (distribution), and promotion. Specifically, promotion includes four main activities: sales promotions, advertising, personal selling, and public relations — all of which an organization can control.

“In the pre-social media era, a positive or negative buzz would build slowly over time... today social media gives consumers the ability to disseminate information instantaneously — to potentially be viewed by millions.”

“However,” they continue, “while an organization has complete control over their public relations strategy, they are at the mercy of independent news sources to spread their message. Possible outcomes of an organization’s public relations strategy may be positive publicity, negative publicity, or the very real possibility of no publicity. When positive publicity results from the public relations effort, the organization benefits in two main ways: 1) consumers tend to trust the message compared to a paid advertisement, and 2) the cost for this publicity is negligible, thus resulting in essentially free advertising for the organization.

“Thus, the primary goal of a public relations campaign is to build positive word-of-mouth (WOM) through trusted independent sources. For example, in the pre-social media days, restaurant-goers might read a review about a new restaurant in the ‘Food’ section of the online. The restaurant hopes that the review reports favorably on their food, service and ambience, but they cannot control what is written.”

According to the professors, “The organization embracing social media marketing is faced with challenges similar to their public relations efforts — both are strategies over which the company has complete control, but they do

not have control over the outcome of said efforts. An organization can expect outcomes similar to a PR campaign as a result of their social media marketing efforts: positive “buzz,” negative buzz, or no buzz. In a social media campaign, the buzz is no longer created by independent new sources; rather consumers shape the message and share it among their friends.

“As a consumer whom do you trust more? Companies or people that you regularly interact with? You probably answered the latter! Traditionally, people have shared positive brand experiences with about three people, but share negative experiences with up to ten people. In the pre-social media era, a positive or negative buzz would build slowly over time. However, today social media gives consumers the ability to disseminate information instantaneously — to potentially be viewed by millions of people.

“As such, in an accelerated timeframe, consumer chatter on social media sites like Yelp can have a significant impact on the success or failure of your organization. This increases the efficiency of markets where high quality products are revered and quickly made successful, and low quality products are besmirched and briskly disregarded.”

Social media platforms, according to the professors, “developed organically as a means by which people could build and maintain personal relationships, and the ‘Holy Grail’ for social media marketers is to tap into these friendship networks to create relationships with consumers and harness their power to spread positive buzz about the brand. The critical issue for organizations is how they can and should tap into this vast potential. Unfortunately, many companies are jumping into the deep end without an understanding of what they want their social media to achieve.”

In the next issue of *adMarks*, we’ll continue with more guidance from Professors Koernig and Granitz to help organizations better understand the strategic uses of social media sites. ●

“Ask the DM Experts” is a monthly *adMarks* feature. Professor Susan K. Jones draws on the knowledge of CADM members and other authorities to answer your questions — so tell her what you want to ask the experts! Contact Susan at sjones9200@aol.com or follow her on Twitter @sjones9200.



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Building a Big Brand for Your Small Business



By Dan Antonelli

Notoriety (in the sense of fame, celebrity, or renown) — it's the name of the game for all network-centric professional positions. How great are your recommendations for others in the field? How quickly do you close sales, scale infrastructure, or drive the needle forward in your particular slice of the market? And even more important, what are your credentials?

In the marketing realm, we recognize that it often takes the perfect storm of qualities and opportunities to give your brand impact. Thankfully, when it comes to industries such as realty, decision makers often have vastly more control over those qualities. Trying to deliver better customer service? Be happier. Trying to prove you're reliable? Conquer time management and see every promise to fruition. Trying to look the part for the prospective client who's only heard of you from a friend?

That last part is usually where an experienced agency comes in. They can help build the outward brand identity that aptly compliments your inner qualities, creating the second half of your holistic customer experience. In essence, they build up the brand promise, and you fulfill it with your excellent service. And just like that, you start the engines for serious market segment takeover.

It's why you dress neatly, smile at first meeting, and offer your business card. Perhaps unbeknownst to you, you have either won or lost the

client already. The prospective client either has established faith in your abilities, or they are going to continue to wait until you stumble, ever so slightly, thereby validating their skepticism. Now it's true that you can't make everyone happy. But with a strong united brand identity, you sure can make it to the very top percentile.

That means everywhere you advertise, publicize, and operate, your brand identity should resound. What you'll need is a strategic assessment of the competition: what are they doing and how can I do it better? Your budget will dictate the additional tools you can add to your marketing arsenal. However, it should start with a website and unique brand identity. That identity needs to span across every outward marketing tool, from business card and site signs to newspaper advertisement and social media.

If you're having success already, you're on the right track. Delivering exceptional service to clients and colleagues alike is your bread and butter. However, if you are trying to grow your notoriety, in this digital age, you're going to need a fully integrated brand; one that's so well executed, it makes the sale for you. ●

Dan Antonelli is the CEO and creative director of New Jersey advertising agency Graphic D-Signs, Inc., The Small Business Advertising Agency®, and the author of Building A Big Small Business Brand, available at amazon.com. For more information, visit www.graphicd-signs.com.

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