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SOCIAL MEDIA STARDOM

7 Lessons Marketers Can Learn from Digitally Savvy Celebrities



Ekaterina Walter

Reprinted from *Forbes.com*, see <http://onforb.es/1dsB9fi>

by Ekaterina Walter

Successful celebrities don't have customers, they have fans. And that is their secret. They don't aspire to conquer the "biggest share of the market,"

they aspire to "ignite the movement and inspire their tribes."

And that is the biggest difference between brands' approach and artists' approach to building communities and facilitating social dialogue. Brands are looking for new customers, whereas artists are looking to make their current fans happy. Why? Because they understand the ultimate truth: you make your current community happy, you appreciate and reward them for their advocacy, they will not only keep coming back, but they will bring new members with them to join your tribe...and build sustainable brand love.

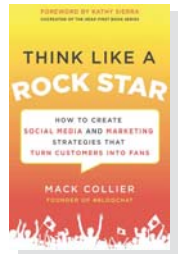
So How Do They Do It?

In his book *Think Like a Rock Star: How to Create Social Media and Marketing Strategies That Turn Customers Into Fans* (McGraw-Hill; 2013), Mack Collier says:

"This is something that rock stars have always understood.

They view their fans as marketing partners. They see their fans are special people who are helping them promote and extend their brand, so they openly embrace their fans' existing efforts and look for ways to have a deeper connection with them."

Highlight their stories. When Katy Perry launched her single "Firework," she put the spotlight not on herself, but rather on her fans. She asked them to create videos telling the world who their Firework was (a person special to them, someone who inspired them). The first runner-up in her contest was a pair of best friends, one was hearing-impaired and another one was blind, who told a story about how important each of them had been to the other and how they both stood by each other in overcoming life's challenges, including bullying. Collier points out the brilliance of this



▶ 4

Tempo Submissions — Just Around the Corner!

Tempo Awards is a direct, digital, mobile and social marketing award competition open to any agency, client or individual involved in direct and digital marketing in the Midwest. Tempo honors the Midwest's best marketing work — work that has raised the bar in terms of strategy, creativity, innovation and results.

Important dates:

- **Deadline for entries: February 28, 2014**
- **"Last Chance" Deadline: March 7, 2014 (higher fee)**
- **Judging: May, 2014**
- **Award Presentation: mid-July**

The 2014 program includes these **new award categories:**

- Integrated Marketing Campaign
- Interactive Marketing Campaign
- Loyalty/Frequency Marketing
- Direct Mail (less than \$300/M)

- Direct Mail (\$300/M or more)
- Dimensional Mailings
- Nonprofit Direct Mail
- Print Collateral, Non-Mail
- Print Advertising
- Direct Response TV and Radio
- Out of Home
- Branded Web Sites
- Campaign Microsites
- Ecommerce
- Online Advertising
- E-Mail
- Mobile Marketing
- Mobile App
- Social Media
- Viral Video Marketing



Scan the QR code or go directly to the Tempo Awards page on the CADM website to get more details and start your entry submissions: <http://bit.ly/1kZmhLk>. *Good Luck!* ●

2014

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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.

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Susan Kryl

CADM Springs Ahead

Dear CADM Members,

In February, although we are still battling the cold and snow of this rugged Chicago winter — we have a lot to celebrate. Valentine's Day on February 14, and then on February 20 the start of our 60th Annual Basic Course. Yes, 60 consecutive years of offering marketers at all levels an opportunity to hone their direct marketing skills! The curriculum has changed with the times, but what hasn't changed is the in-depth knowledge and enthusiasm of our faculty. Over the years, they have always been prominent thought-leaders who have shared their experience and time-tested practices along with glimpses into the future of our profession.

As we glimpse into the future, have you investigated the learning possibilities of a MOOC? A MOOC is a **Massive Open Online Course**, and many of the top universities and colleges worldwide have created and offer them — including, locally, Northwestern University. I asked CADM board member, **Randy Hlavac**, about Northwestern University's MOOC statistics. He said that NWU has more than 21 million enrollments from students representing more than 190 countries!

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The good news is that there are no pre-requisites to take a course — you need only an interest in a subject — and the courses are usually free! **Coursea** is the world leader in MOOCs so go to <https://www.coursera.org/about> to explore the learning possibilities.

I feel sure you will be as thrilled as I am about the potential that this new learning resource holds. With MOOCs, the future is now!

Bringing the learning opportunities closer to home, several of CADM's **Pillars of Excellence** are finalizing plans for Meet-ups in Chicago in March and April. On March 12, The Response Marketing and Digital Pillars will feature **Ellen Valentine** of Silverpop, who will discuss Nurture Marketing. And in early April, the Social and Digital Pillars will host **Andy Crestodina** of Orbit Media, to talk about Content Strategy. Be sure to check our emails and online at cadm.org to sign up. These will be **FREE events** for you as a member.

And here's another great learning opportunity for you: CADM has enlisted some of the top social marketers to train a team of CADM members on how to design, develop, deploy and measure social marketing programs. And rather than just talk about it in theory, you will actually execute the programs to advertise our CADM events. If you are interested in participating, please contact Glenda Sharp at info@cadm.org or 312 849 CADM (2236).

Look forward to seeing you at a CADM event very soon!

Best regards,

P.S. Remember TEMPO deadline for entries is February 28! Check cadm.org for entry categories and more information.

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

February

20 CADM Basic Course begins
 In each week of this dynamic 11-week course, you'll learn a new aspect of the full direct marketing engagement cycle. From Audience to Messaging to Implementation to Analysis — all the major aspects are covered. Students work in teams on a case study throughout the course, culminating in Team Presentations judged by DM industry leaders.
Thursday nights, February 20 through May 1
Gleacher Center, 450 North Cityfront Plaza Drive, Room 604

28 2014 Tempo Award Entries Due
 Tempo Awards is a direct, digital, mobile and social marketing award competition open to any agency, client or individual involved in direct and digital marketing in the Midwest. Tempo honors the Midwest's best marketing work — work that has raised the bar in terms of strategy, creativity, innovation and results.
 All entries must have been first produced (mailed, aired, etc.) between October 1, 2012 and December 31, 2013. All Tempo entries must also be part of marketing programs designed to generate measurable response from a target audience. Entry kit is now available at www.cadm.org.

March

7 2014 Tempo Award Entries Due – LAST CHANCE (*higher fees*)

12 Digital and Response Marketing Pillars Meet-Up featuring a presentation on *Nurture Marketing* by **Ellen Valentine** of Silverpop at OgilvyOne in Chicago. 6:00 p.m. — 9:00 p.m.
 350 West Mart Center, 11th Floor, Chicago
See www.cadm.org for details and registration.

13 After Hours in the 'Burbs
 Emmett's Ale House, 110 North Brockway St., Palatine
Check the CADM web site for details

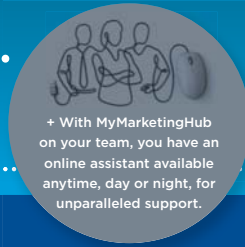
April

TBD Results2014: Mobile Marketing Day
 Presented by the CADM Mobile Pillar, this day-long event will show you the ins and outs of mobile marketing.
Final plans to be announced soon!

TBD Social & Digital Marketing Pillars Meet Up featuring a presentation by **Andy Crestodina** of Orbit Media.
See www.cadm.org for details and registration.

**Watch for more details:
 Tempo Awards Ceremony coming in July 2014**

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< | 7 Lessons Marketers Can Learn from Digitally Savvy Celebrities *(continued)*

approach. “She gave her biggest fans a way to tell the world about the most important people in their lives... In the process, she became a little bit more important to them as well.”

Give first.

Amanda Palmer put on a secret show for her fans. To be eligible for a free ticket to the show all her fans had to do was to leave a comment on Get Glue about their favorite moment at her concert. The comments easily identified some of her most loyal fans through the most interesting experiences they shared at a number of her performances. Palmer does a lot of things like that for the fans who love her, consistently giving away her music for free. The marketer in you probably wonders how much money she lost by just giving away her music. But in reality she gained much more than just short-term revenue. She gained trust and respect of her fans. So when in 2012 she started a Kickstarter project to fund a tour to promote her new album and art book with the goal to raise \$100,000 in 31 days, she raised \$1,192,793. Amanda reached out to her fans via social media sites to start the dialogue about her new project and her fans rallied around her campaign. And, by the way, if you haven't seen her TED speech, it is worth it!

Respect, reward, empower. After discovering a ton of fan-created YouTube videos using their music illegally, the band Blink-182, instead of pursuing illegal action against its fans (which, let's be honest, is what

most corporate brands would do), decided to reward them. The band created a special music video for their about-to-be-released single “Up All Night” composed entirely of scenes from the fan-created videos. The band also thanked its fans and highlighted each fan at the end.

Connect on a personal level (online and offline).

Taylor Swift is famous for her T-Parties. During her concerts her staff will scan the audience for the most excited fans, or those who may be wearing special outfits or signs they created especially for the event, and invite them to join Swift and her band for a T-Party after the show. It is an informal setting in which the artist can connect with her fans, give the fans an opportunity to connect with each other, and thank them for their support and their passion for her music.

Lady Gaga is also known for focusing on building long-term personal connections with her fans over the short-term revenue. Even though she could have played bigger venues early in her career (after all, the demand was there), she wanted to play small venues so that she could really connect with the audience.

In her book *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics* Jackie Huba states: “Many marketers would kill to have Lady Gaga as their ‘product’ to sell, versus having to sell toilet paper or laundry detergent. Her catchy songs, crazy stage performances, and wacky outfits make her quite unique and buzz-worthy. But I believe it is Lady Gaga’s ability to remain singularly focused on maintaining her fan base that has made her as successful as she is today. This is what sets her apart from the traditional way of doing business and where traditional businesses can learn the most from her success.”

Build and engage your tribe.

Gaga is willing to invest now in the customer base that she wants years from now. “Most artists don’t have longevity today,” says Gaga. “I don’t wanna be one song. I wanna be the next 25 years of pop music.” She values her tribe members, who she affectionately calls “her Little Monsters.” She has built a custom social network so that she could connect with her fans on a personal level — Littlemonsters.com. She participates in the conversations often though posting/commenting/liking; she conducts contests, encouraging fans to work on projects together such as designing an outfit for her to wear or designing emoticons for her site. Fans themselves are coming up with projects and encourage other fans to participate and rally around the causes the community cares about. Gaga caters to a very specific audience and this is probably the most engaged, the most passionate community I have ever seen. “I’m not trying to gain new fans,” says Gaga. “I love the fans I already have, and [all I do] is for them.”

“Fans are my favorite thing in the world. I’ve never been the type of artist who has that line drawn between their friends and their fans. That line’s always been really blurred for me.”
– Taylor Swift



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“Creating a paid referral system for existing customers to recruit new ones is like paying family members to show up for dinner....”

– Jackie Huba

Make it about them.

“What I do, in essence, is create an atmosphere for my fans where they don’t leave loving me, they leave loving themselves,” Gaga told MTV. In her book, Huba gives numerous examples of how Gaga helps instill confidence in young people, giving them hope to dream and strength to fight for themselves. One such example is a story of the seventeen-year-old Jacque St. Pierre, a student council president of Etobicoke School of the Arts in Toronto, Canada. Jacque was promoting equality and anti-bullying, being bullied himself for years. He emailed dozens of celebrities, asking for help. The only one who replied was Lady Gaga. She sent him a video telling him how proud she was of his work to combat bullying, particularly bullying directed at gay and lesbian students. “There should be more Little Monsters like you,” she said. “It is important that we push the boundaries of love and acceptance.” When Jacque showed the video at the school assembly, it sparked a lot of positive conversations among the students who spoke up in support of diversity.

You are probably thinking that doing something like what Lady Gaga did for Jacque doesn’t scale. And you are right. It doesn’t always scale. But making a difference in the lives of others (especially those who love and support your art, no matter what it is) goes a long way towards nurturing brand love and advocacy.

On that note, the last thought I’ll leave you with is...

Be genuine and authentic, always.

Give a damn! In 2010 **Taylor Swift** did an autograph signing in Nashville as part of the CMA Music Festival. Not only did she not charge her fans for the autographs, she spent *15 hours* that day signing them to ensure that no fan who waited in line was left behind without an autograph. WOW! When was the last time one of the corporate executives spent this amount of time and energy for his/her loyal customers, no matter what that customer spent with the company, in a personal setting?

The future of marketing belongs to brands that not only understand their customers advocates, but go the extra mile to build personal connections with their biggest fans and nurture authentic, long-term relationships with them. ●

Ekatarina Walter writes and speaks about leadership, business and social innovation and marketing. Ekatarina spent eight years as an integrated marketer and a social media leader at Intel, is cofounder and CMO of BRANDERATI, and author of the WSJ bestseller Think Like Zuck. A board member of the Word of Mouth Marketing Association (WOMMA), Ekatarina says, “I believe in connecting people. ‘Why?’, ‘What if?’ and ‘How can I help you?’ are my favorite questions. Chocolate, fashion, and a good book are my vices.”

Value.



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Ask the DM Experts
by Susan K. Jones,
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Measuring the Value of a Brand

Q. Old-school direct marketers often soft-pedaled branding in the quest to sell products immediately — but in today's world, strong brands are vital. Could you have a branding expert provide some inspiration about branding?

A. I have called upon **Derek Moore** for this answer. Derek recently updated his excellent article on branding for *The IMC Handbook: Readings and Cases in Integrated Marketing Communications*. (RACOM Books; Third Edition to be published in late 2014). Derek is the founder of Kick-Start Collective, a brand and marketing consultancy. Here are some of his thoughts on measuring the value of a brand.

"A brand is a measurable business asset. One such measure is the Interbrand/Business Week list of Best Global Brands, which ranks brands according to each brand's estimated asset value to its owner. For 2013, the number-one brand on this list was Apple with a brand valuation at \$98,316,000,000 followed by number two Google at \$93,291,000,000 and number three, Coca-Cola with a brand valuation of \$79,213,000,000.

"(In 2009), Coca-Cola was the number one global brand, so because it is an easy product for us to wrap our heads around, let's look at how this brand value thing works. The value that a brand can add to its raw materials is intuitively obvious when one considers that each serving of Coca-Cola sold at fountain outlets consists of a few cents worth of syrup mixed with a cupful of carbonated water, yet easily commands a price upwards of \$3.00 depending on the venue. Why do consumers pay this price rather than drink generically sugared sparkling water? Because the Coke brand promises them more than a carbonated, sweetened liquid. It promises a familiar experience, emotional as well as sensory, made richer by the memories of Cokes past and the emotional qualities ("real thing" genuineness, wholesomely effervescent fun, community with other brand adherents) that have been invested in the product by its long-term advertising and marketing communications.

"Nearly three times as many Android users jumped to iPhone as iPhone users who switched to an Android device. Why? Because the iPhone delivers on the promise the Apple brand makes."

"Similarly, although Apple makes a considerable upfront investment to develop each new generation of its core operating systems, software and hardware products, it then amortizes that investment over millions of copies. Let's take look at the top of the line iPhone 5s with 64GB of flash memory for example. It has a bill of materials and manufacturing cost estimated \$218.30 dollars yet the phones command the premium price of \$849 for an implied profit margin of 74%.

"Each iPhone fetches hundreds of dollars for Apple, simply because the Apple brand promises the end-user uniquely dependable ease of use, security and interoperability with their other Apple and non-Apple devices and a level of design and craftsmanship rivals often imitate but arguably few can match. And while some would argue quite successfully that there are more capable smartphones available and at a lower price point, Apple generally delivers on this promise, and it's a benefit most consumers and businesses consider important enough to pay for even though there are perfectly serviceable alternatives available.

"This is also proved by the fierce loyalty the Apple iPhone brand also engenders. According to research from Consumer Intelligence Research Partners 81% of existing iPhone users purchased another iPhone during the year over which the research was conducted, compared to only 68% of existing Android smartphone users who bought another Android device. More dramatic is the fact that nearly three times as many Android users jumped to the iPhone as iPhone users who switched to an Android device. Why? Because the iPhone delivers on the promise the Apple brand makes."

A Word About Brand Identity

Derek also has some useful insights into how consumers characterize their favorite brands. As he says, "Just as brands and their advertisers can usefully think of human traits in forming a brand, consumers inevitably do the reverse as well: taking a set of traits and anthropomorphizing it into an imagined personality. A Coke drinker spoke of the beverage in an interview as an energetic pick-me-up roommate. Similarly, while Windows computer users spoke of their PCs as objects or tools, Macintosh users spoke of their Macs as people, some even giving them names. And once consumers make a brand their friend, their loyalty to it can be fierce. Hence the legendary brand rivalries of Coke vs. Pepsi, Ford Man vs. Chevy Man, Microsoft vs. Apple. What makes these arguments so passionate is that they're personal.

"Such a strong identity is, of course, the envy of every marketer. The only way to get it is through unshakeable consistency of voice. Every touchpoint between the brand and its audience and adherents — everything = brand advertising. But direct marketing, social media posts, annual reports, press releases, promotions and public statements by company executives — should reinforce, never undermine, that identity and promise. As an example, if a Microsoft spokesman confided that a new edition of its operation system software was basically a bug fix, he might well be commended for his candor, whereas if Tim Cook said the same thing about a new Apple release, it would probably cause a firestorm of outrage from the faithful. Different brands generate different expectations." ●

"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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CADM has enlisted some of the top social marketers to train a team of CADM members how to design, develop, deploy and measure social marketing programs. However, rather than just talk about it in theory, we will actually execute the programs to advertise our events.

The time investment is low and you will be working with a team of marketers to use social to communicate and engage our target markets. Most of the meetings are virtual and you can do 100% of the marketing from home. If you are interested, watch for emails coming in the next few weeks to tell you about this innovative **learning and doing** program. It is education you can use immediately at work and an experience to enhance your resume as you learn. ●

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