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NEW FOR 2016

Tempo Awards Honors Best Multi-Channel Response Marketing Work and Professionals

CADM's **Tempo Awards** champions and celebrates the very best work in response marketing in one place on one night. The Awards Gala brings together the Midwest's brightest agencies, most brilliant marketing stars and smartest clients to applaud and reward stellar work and professionals.

Direct, digital, mobile and social marketing work can be entered via **20 categories** and work can be entered individually or as part of a campaign.

Entries are due Friday, March 25, and must be submitted online. Entry fees are \$125 for CADM members and \$150 for nonmembers, with discounted fees for four or more entries.

2016 TEMPO AWARDS

Dates: Friday, March 25
Tempo Entries deadline

Thursday, July 14
Tempo Awards Gala

To Enter: Visit www.cadm.org/tempo-awards

The winners will be showcased at the **Tempo Awards Gala on Thursday, July 14.**

We will also recognize the Best in Show through the Past Presidents' Award, as well as present two special awards: The Jay Godelman Award for Digital Marketing, and the Multicultural Marketing Award.

New in 2016! CADM will issue a call for **nominations for outstanding talent.** Submit nominations via the Tempo Awards portal. Please go to cadm.org/tempo-awards for more information and the latest updates. ●

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Join us for our February 24
Actionable Brand Webinar. *See p. 3.*

Top 10 Mobile Marketing Trends for 2016



By Ritesh Bhavnani
President, Snipp Interactive

*Reprinted from
Mobile Marketer.com.
See more at bit.ly/1JGi2kR*

The tricky part with most predictions is not so much in the "what," which you can usually get a good sense of well before it actually arrives, but in the "when," which is far harder to accurately divine. We all know mobile wallets are eventually going to replace credit cards: Is this year the tipping point?

And yet, given the sheer excess of potential afforded by having a connected, contextual platform sitting in your pocket, you can just as easily be surprised by something you could never have seen coming, by definition almost impossible to predict. 360-degree videos were a pretty great example of that.

Last year was arguably the year that mobile's dominance over desktop became a fait accompli for everyone.

More than 50 percent of Google search queries worldwide were done using mobile phones. In the United States, consumers spent more time interacting with their applications than they did watching television. Nearly 80 percent of Facebook's third-quarter revenues came from mobile ads. Google rolled out its "MobileGeddon" ranking algorithm that penalized non-mobile optimized Web sites, making mobile-first design a must-have for all.

This year is expected to be equally epic for mobile.

There will be 2 billion smartphone users worldwide in 2016. According to eMarketer, the global mobile advertising market will account for more than 50 percent of all digital ad expenditure for the first time and cross more than a cool \$100 billion in spending. U.S. mobile ad expenditures alone are expected to cross \$40 billion.

2016

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CADM Mission Statement

CADM serves its members, Chicago's multi-channel response marketers. CADM provides a high-quality forum for the exchange of ideas; fosters member development through business, educational and social opportunities; and acts as an industry liaison.

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Engaging Times

I hope everyone is staying warm and is off to a great start in 2016.

Your Board of Directors, Committee Chairs and Co-Chairs are actively engaging in developing programs and events for the second half of our fiscal year (February '16 – July '16)

I am particularly excited about our **Pillars of Excellence Panel Discussions and Webinars** coming up between February and June.

They will be tackling topics related to Building an Actionable Brand, and Mobile, Digital and Direct Response Marketing. I hope you all have had a chance to make it to one, and if you haven't made one please join us for the next. We have been receiving great feedback on our collaborative discussion approach and the quality of our panelists and topics. We are committed to providing engaging and educational forums.

The **2016 Tempo Awards** is just around the corner and it is going to be bigger and better than ever. We are very proud of the Tempo Awards and its substantial growth over the past few years, and the Tempo Committee is working hard to continue that success. We are expanding the awards program this year beyond just multichannel response marketing work and will also be recognizing our best and brightest multichannel response marketers.

The multichannel response marketer Tempo Awards include:

- Charles S. Downs "Chicago Multichannel Response Marketer of the Year" Award
- Susan Kryl "Silver Marketer" Award
- EL "Emerging Leader" Award
- Pat Wheelless "Mentor of the Year" Award
- Natalie P. Holmes "Volunteer of the Year" Award

Recognizing and promoting our community's great work and talent is a big part of who we are and we are hoping you will show off your outstanding work and talent at the **2016 Tempo Awards Gala July 14**. All entries and individual nominations are due March 25, 2016.

Please don't forget that we are also running a promotion on membership. All new members who sign up receive a 50% discount off an annual membership plus can sign up a colleague or friend **for free**.

Hope to see you at an event soon.

Brad Schwab

February

24 CADM Webinar Series: Building an Actionable Brand

Presented by Liquid Iron

Join us for a collaborative webinar discussion on best practices for building an actionable brand. The discussion will be led by Kathy Bucaro Zobens and Eduardo Dehesa Conde of Liquid Iron.

Registration is \$10 for CADM members and \$35 for nonmembers.

See details and registration at www.cadm.org/events.

March

2 Uline Basic Course begins

18 Pillars of Excellence Panel Discussion Luncheon — Mobile Marketing

Vibes, 300 W. Adams, Chicago.

Registration is \$25 for CADM members and \$40 for nonmembers.

Sponsored by Mobile Marketer and Vibes

25 2016 Tempo Awards Submissions Due

April

TBA After Hours in the 'Burbs

May

TBA Pillars of Excellence Panel Discussion — Digital Marketing

June

TBA Pillars of Excellence Panel Discussion — Direct Response Marketing

July

14 2016 Tempo Awards Gala



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"Why Your Digital Marketing Strategy Isn't Working."

Top 10 Mobile Marketing Trends *(continued from page 1)*

So without further ado, here are my top 10 key trends:

1 *Mobile Moves Beyond the Phone*

Even as smartphones have come to dominate the desktop, the concept of mobile itself is fast moving beyond just phones.

Mobile no longer means just your phone or tablet, but increasingly your watch, your car, even your fashion accessories and clothes.

The rise of wearables is going to have a profound effect on mobile marketing overall.

eMarketer expects that two in five Internet users will use wearables by 2019, a figure I personally believe under-represents the market.

Smart watches will likely drive wearable adoption, and over the next few years most watch manufacturers will be incorporating elements of wearables into their phones, dramatically expanding the overall market.

Wearables, by their very nature, are more intimate and provide deeper consumer data.

Marketers will need to work hard to tease out the opportunity for each of the different device types, and each one will have its own unique format and requirements.

2 *Mobile Video Comes of Age*

Mobile video usage has been exploding.

According to Cisco, mobile data traffic grew nearly 70 percent in 2014, with 55 percent of mobile data traffic spent on videos.

As of November, Facebook claims 8 million video views every day — a figure which doubled in six months — with more than 75 percent of these happening on mobile devices.

As mobile video grows, so does mobile video advertising.

Google recently announced that it will incorporate video ads in search results, which will be a significant driver in making mobile video ads the de facto standard on the medium.

This trend is reinforced by the fact that advertisers are already creating mobile-specific video ads of under-15 second duration to run on native social media apps such as Facebook, YouTube, Instagram, Vine and SnapChat.

Mobile video ad budgets still represent a fraction of total ad budgets — less than 2 percent in 2015 according to *eMarketer* — despite the large share of time spent on mobile (29 percent of total time spent in front of screens, according to venture capitalist Mary Meeker). Expect that to change rapidly and dramatically.

Expect publishers to also continue experimenting with different formats and lengths as well.

Another big innovation is 360-degree videos, which Facebook has integrated into its newsfeed and provides users with a new level of immersiveness.

In fact, the key challenge for marketers and publishers in 2016 will be in developing common mobile video ad standards and preventing the profusion of different formats.

3 *Planet of the Apps*

According to Flurry, U.S. consumers spent more time inside mobile applications than watching television in 2015.

Despite the popularity of apps, app usage remains highly concentrated with the top five apps accounting for 80 percent of usage time, according to comScore.

Google recently announced that its search algorithms had been modified to include app search results. Amit Singhal, the company's senior vice president of search, announced in October that Google had indexed more than 100 billion deep links within apps.

Adding app search results will have a profound effect on usage and discovery for apps.

It used to be prohibitively expensive to launch and market an app. Search makes that function much, much easier — much as it did for Webpages in general.

Expect brands to launch even more apps, and use their apps as the go-to channel to build both community and loyalty, to drive engagement and purchase, and provide consumer-related services.

4 *The Internet of Me*

As marketers collect more data about individuals from connected devices and across their purchase habits, consumers themselves are increasingly coming to expect highly customized and personalized interactions with brands, particularly on the devices they keep in their pockets.

One-size-fits-all marketing is fast going the way of the dodo, and this has several implications for brands:

Beyond mobile first: Context-first design

Most marketers have now caught on to the mantra of mobile-first design.

However, as mobile increasingly fragments across multiple different devices, and these devices collect more data from consumers, smart marketers will be leveraging context such as

location, time, identity and personal data to provide targeted, differentiated experiences.

Location is the new cookie

According to Google, 85 percent of the top 100 retailers are expected to adopt some kind of beacon technology by the end of 2016.

Beacons, accompanied by corresponding consumer acceptance of location-based marketing, will have significant effect on shopper marketing and will enable brands to deliver hyper-relevant, micro-targeted offers.

Marketing automation becomes a must-have

According to Forrester Research, there are more than 30 billion mobile moments happening each day in the U.S. alone.

To successfully leverage this flood of data and convert it into customized marketing targeted to individual users will naturally require lots of marketing automation.

We'll see large-scale adoption of automation tools not just by large and mid-size businesses, but increasingly by smaller businesses, too.

5 *Mobile Advertising Will Not Look Anything Like Online Advertising*

By allowing ad-blockers in iOS 9, Apple tacitly accepted what we all knew to be implicitly true: that the old online advertising formats do not and will not work on mobile.

Next year, total mobile ad spend — expected to be \$40 billion in 2016, according to *eMarketer* — will surpass desktop spend.

Within mobile, in-app advertising spend accounts for nearly three-fourth of the total mobile ad spend.

Expect 2016 to be the year where marketers ditch the traditional display ad altogether, even as they double down on native advertising formats and mobile video ads and continue to experiment with new formats.

6 *Chat is the New Social*

For those who wonder how chat is going to evolve, one only has to look at WeChat in China.

What was once a simple messaging app has now become a full-fledged marketing, commerce and payment platform. Users are able to connect with brands, request and reserve services, and buy and pay for goods, all through the same app.

Both Facebook Messenger and WhatsApp are expected to cross more than 1 billion users in 2016. Although Facebook has been coy about opening up those services to brands for marketing opportunities, expect that to change.

7 Mobile Commerce Moves Beyond Window Shopping

Not so long ago, mobile's role in commerce was largely to influence shopping: read product reviews, check pricing and receive coupons and offers. That is clearly not true any longer.

Mobile currently accounts for 35 percent of all ecommerce, according to Forrester, and less than 2 percent of all retail sales. That will increase rapidly, particularly given the rise of social commerce.

From Instagram's "Shop Now" to Pinterest's "Buyable Pins," many of today's leading social media have added direct ecommerce capabilities to their platforms. Since most of social is mobile anyway, expect that to have a meaningful effect on mobile commerce.

8 Mobile Will Continue to Revolutionize Shopper Marketing Promotions

Mobile continues to play an under-appreciated role as a bridge between offline and online, particularly when it comes to retail.

Brands are increasingly leveraging mobile in promotions, both in validating purchase through bridging solutions such as receipt processing and in providing incentives via

digital content, electronic gift cards and pre-paid credit cards.

In addition to driving sales, the data generated by these shopper marketing promotions can be used to better understand actual shopping purchase patterns and real-world user behavior.

9 Mobile Couponing Comes of Age

A variety of the factors listed earlier should coalesce together to see mobile couponing start taking off in 2016.

According to HubSpot, 44 percent of consumers are interested in receiving coupons and deals on their mobile devices — all the more so if they are timely and relevant.

Increased use of location targeting and greater dependence on automation platforms will enable brands to do just that.

Further, retailers are either upgrading point-of-sale systems or creating alternative offerings such as receipt processing to enable mobile offers to be redeemed at or near point-of-sale.

10 Mobile Wallets Will Not be Mainstream

This is a classic "when, not if" problem. There will come a time when credit cards will be rendered obsolete by mobile wallets. It just will not be in 2016.

Apple Pay continues to slowly win over advocates, helped by the possibility that it may well be the killer app for the Apple Watch. Apple claims 80 percent of Apple Watch users are using Apple Pay to make payments.

Interestingly, Samsung's brilliantly named Samsung Pay may well be the killer mobile wallet solution as it can work with all payment terminals that accept credit cards, and not just NFC-enabled ones that are estimated at 10 percent of the market.

Despite clear progress, mobile wallets will remain niche for at least another year, as retailers slowly upgrade terminals, market players continue to compete on standards and features, security and usage issues get ironed out and the public at large remains comfortable charging stuff to their credit cards.

SO WILL 2016 be predictable, or will there be surprises that we never saw coming? Here's looking forward to finding out. ●

Ritesh Bhavnani is president of Snipp Interactive, Washington; a full-service mobile marketing services firm aimed at making traditional media more interactive, measurable and informative for readers. Reach him at ritesh@snipp.com.

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Marketing Trends for 2016

By Matt Haskell, SourceLink Corporate Marketing Manager

Online Media Continues to Become More Targeted, and Potentially More Expensive

Reprinted from SourceLink.com
See more at bit.ly/2018zj4

Many people think of banner ads, social media, mobile messaging and SMS as broadcast mediums, when in fact, they are becoming more personalized every year. IP Zone marketing is a good example of this, where not only can display advertising follow email and direct mail campaigns, but it can also achieve a “halo effect” by targeting like-minded individuals in the same “IP zone” as the recipient. This strategy can be taken to the next level with online ad nurture campaigns, which gain sophistication through the campaign. If a certain segment is struggling to convert, they can be sent on a different path than other segments or customer “personas.” This trend overlaps with several others I see, where privacy is of utmost concern, but modern users are beginning to understand the balance in sacrificing privacy for greater security and user experience. Older generations are often not as aware of browser security preferences, and “do not track” features, so the cookie isn’t dead, but as core browsers continue to default “do not track” technology, the effectiveness of retargeting and other similar cookie-based methods may be diminished.

Social is no longer free for brands — unless your brand is “fun.” Facebook made a HUGE announcement that many brands might have missed. Users will be able to dictate the content of their news feed, rather than the algorithms Facebook has been using for the last decade. What this means, is that unless a brand consistently produces engaging content that is not push marketing, they will not be seen... unless they pay to advertise. Twitter is so fast-paced, brands seldom get recognized in the constant stream of “tweets,” and Instagram and LinkedIn prioritize personal relationships over brand affiliations. The age of brands being on the same level as users is long over, and with this announcement from Facebook, it may be the nail in the coffin for free advertising. Direct marketing is more important than ever — with paid social media as an arm of the overall marketing ecosystem.

Emerging Technologies That Will Move the Needle in 2016

Reprinted from SourceLink.com
See more at bit.ly/1Q6qVp2

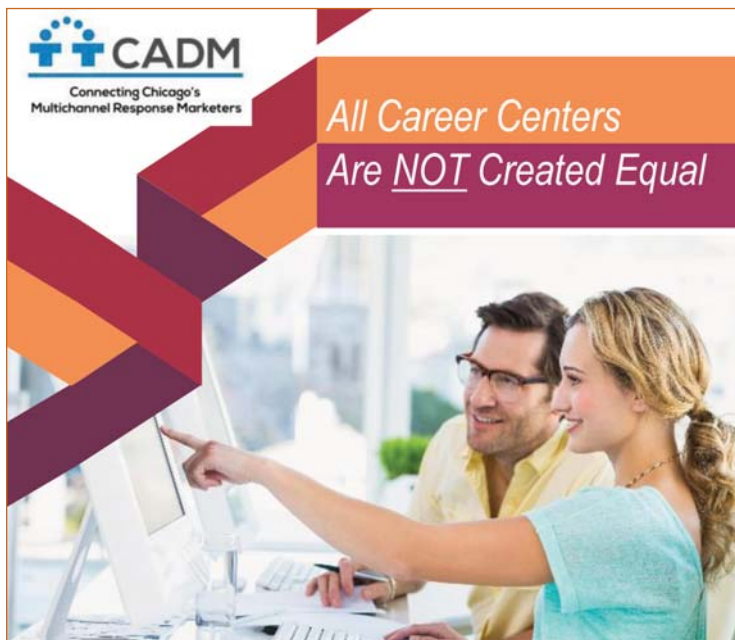
Virtual reality makes a comeback.

With the release of the Oculus Rift (see <https://www.oculus.com/en-us/>) in Q1 of 2016, look for virtual reality to become a consumer good within reach. Facebook bought this company in July 2014 for \$2B, and Microsoft is developing software alongside it. Virtual reality will most likely first gain steam as a training mechanism with military applications, but its potential for media consumption is also a big draw looking forward. Lytro is another company enabling sophisticated virtual reality landscapes to be possible: see <http://mashable.com/2015/11/05/lytro-immerge>. The ability to capture full-360-degree field of view will take modern virtual reality applications far beyond pop-culture perceptions of *Tron* or *Total Recall*.

Although this isn’t a hot-button item for immediate notice, it is an entirely new platform that marketers want to be aware of, as there is little doubt social media and advertising will eventually be integrated into gaming consoles or into sports or movie experiences.

Realistically, look for 3D printing to become mainstream in 2016. The technology has been around for several years, and with the combination of decreasing prices and increasing machinery sophistication, this technology can be in the hands of virtually anybody. Whether the end user wants to “Print” a chess piece or a prosthetic limb, the applications are virtually limitless. Additionally new “printing” materials (fiberglass, metal, etc.) will make 3D printing a force to be reckoned with for specialty retailers.

Also look for more self-driving consumer cars! Hydrogen-fueled cars! Drones delivering your groceries! Robots on hoverboards! The future is bright, and filled with exciting new technology! ●



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Matt Haskell is SourceLink's Corporate Marketing Manager, largely responsible for the company's video, social media and website presence. Matt enjoys sports and listening to music from his (quite large) vinyl record collection. You can reach Matt via email at mhaskell@sourcelink.com

It's Good for Business... And 8 Other Reasons to Enter the Tempo Awards

By Glenda Sharp

1. Free Marketing. Winning a Tempo means inclusion in the CADM's press release on outstanding response marketing, website winners' roster, etc. And your company may capitalize on this via your own press release, website announcement, emails and social media, marketing materials, etc.

2. Benchmarking. Completing the application may cause you to compare your firm or business to others, and take a different look at what you do and how you do it.

3. Increased Credibility. Winning an award endorses your hard work. It may differentiate your firm from your competitors. Display the crystal awards and framed certificates as a testament of response marketing excellence to your clients...and perspective clients.

4. Employee Motivation. Winning awards recognize your marketing team's achievements, improving morale and boosting motivation.

5. Attract Talent. Receiving a Tempo Award

validates your firm or company as a response marketing leader among recruits.

6. Client Relations. Winning a Tempo Award strengthens relationships with your clients. Be certain to invite them to the Awards Gala on July 14, 2016.

7. Confidence. You build confidence, determination and dedication as you start completing the entry kit. You learn how your work stacks up to other response marketers.

8. Community. By entering Tempo Awards, you demonstrate your passion for response marketing. Network and learn from other response marketers at the Tempo Awards Ceremony on July 14, 2016. ●

This article was inspired by:

- Bridgeman, Phil. "5 Reasons Why Entering Awards Is Good for Business." Business West. Web. 15 Jan, 2016.
- Gaskins, Rudy. "Why Enter an Awards Competition? 10 Reasons Why Awards Matter." SOVAS. Web. 15 Jan, 2016.
- "Top Ten Reasons to Enter." IMA. Web. 15 Jan, 2016.

"The American Bar Association has participated in the Tempo Awards since 2013. Our marketing team promotes ABA services and products to the legal community. The Tempo Awards motivates my team to strive to be best-in-class and enjoy recognition by Chicago's talented multi-channel response marketers."

– Chris Gloede, CMO,
American Bar Association

"We are proud of the excellent creative and sound direct response strategy Meyer Partners provides exclusively for non-profit organizations. The CADM Tempo Awards recognizes this outstanding work and that's why we have participated each and every year for more than a decade — to honor our clients and our staff."

– Dennis L. Meyer, CFRE, President,
Meyer Partners

The 2016 Tempo Awards are coming.

Who will be number one in the Second City?

The CADM Tempo Awards honor Chicago's best multi-channel response marketing work and professionals. It's your chance to showcase your outstanding strategy, creativity, innovation and results.

When you compete for a Tempo, you have the opportunity to join the top ranks of our industry. You can also nominate exceptional response marketers to receive recognition for their contributions to our community.

Here's what you need to know:

- The Tempo Awards competition is open to any marketer, agency or company that creates multi-channel response marketing.
- CADM members receive discounts on all entries and nominations.
- Entries must be submitted online by March 2016 — watch for details.

Show your stuff — enter the 2016 Tempo Awards!



To learn more
or volunteer to be a
Tempo Awards judge,

call Glenda Sharp
at 312-849-2236.

And be sure to check
cadm.org for updates



People Buy Stories Before They Buy Stuff

By John Jantsch

Reprinted from DuctTapeMarketing.com
See more at bit.ly/1PoALOk

I've been writing about the use of story in marketing for years. I remember when I first started telling people over a decade ago to make their clients the hero of their stories and to use their personal stories as foundational marketing elements they were dubious at best.

Today, every marketer understands the value of story as a way to sell just about anything. But, still, few understand the right way to use story and narrative as a way to guide people on the perfect journey.

This is due in large part to the fact that it takes some skill, a bit of hard work and perhaps, more importantly, patience. A great story has many significant elements and to have the greatest impact, each element must be built in a certain order — much like the foundation of a house must be laid before the walls and roof have a place to stand.

The good news is that I believe there's a framework that any business can adopt and that framework is evident in just about every great story told throughout time.

Any screenwriter making a living today uses this same framework to draw us in and take us along with them on a journey.

After you read this post, you'll also have the tools to build this same framework for your business and use it as the basis for just about every marketing decision you make.

Your core story and the narrative technique described below will work to help cement your brand in the mind of your ideal client, but it is equally effective as a framework for a product launch or email auto-responder campaign.

The framework relies on the three key elements: The ideal client persona, the core story and the journey goal map (based on the **Marketing Hourglass**.)

The Ideal Client Persona

The term persona is borrowed from the theater. An actor may receive a script, and the persona is the description of the character played by the part. If an actor is to understand the character they must know a little about what drives them, what they believe, what they fear, and what they desire.

Audience Audit, Inc. did research on small business personas for Infusionsoft and created some great examples of how you might describe a segment of your marketing.

They give the segment a name and then describe them with a handful of core words as well as some background on what they believe.

"Passionate creators – Creativity, optimism, service

This segment believes that passion is one of the most important qualities of a small business owner. They are proud of the job-creation engine that small businesses represent, and value having the ability to serve a customer well.

Passionate Creators are interested in creating something unique, making a difference in the world, and driving economic growth. They are dramatically more optimistic than other segments, and the most likely to report that small business ownership has contributed to improvements in their overall attitude, time availability and financial security (versus if they had a corporate job)."

You can read the entire small business market survey at Infusionsoft.com/small-business-survey.

Another resource I often point to when discussing the topic of personas is Adele Revella's Buyer Persona Institute. See www.buyerpersona.com. Revella is a past guest on the Duct Tape Marketing podcast — you can listen to that episode at our blog on customer personas.

How to Craft the Right Story

As stated above, there are elements that make a story both a good story and the right story. For most businesses this isn't about telling some riveting tale that makes for good entertainment, it's about demonstrating you are the person to help the reader achieve what they want to achieve.

Make Them the Hero

First and foremost, if you intend to create a story that your prospects care about, you must position them as the hero of the story. Most businesses go on and on about how great their business, product or service is, and frankly, that's the last thing a customer cares about.

Think about every great story you've read, you love the story because you connect with the story's main character. For your story, the main character must be your ideal customer persona and not your business.

Your customer or prospect has problems, and it's your job to guide them on a journey to solve that problem and achieve their ultimate destiny.

I know that may sound a bit dramatic, but doesn't that sound a lot nobler than just selling them stuff?

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I work with small business owners, and I can tell you that no one wants the world's greatest marketing consulting — the hero of our story wants freedom, control, growth, and creativity, and it's our job to guide them down the path to leads to just that.

Help Them Understand Their Problem

One of the first tasks is to help the hero understand the real problem they face, as it's often not what they think it is. Now, sometimes this can pose a real challenge, as selling a solution to a problem people don't even know they have is a tough path to trod.

The real key lies in the persona. So often what people want in life can be achieved once they let go of many of the symptoms of what's holding them back.

Often we have to show prospects what letting go and refocusing on what matters looks like before they start to see that as the answer.

Our story must both reveal the real enemy and prove that we know who and what it is. You build a great deal of trust through empathy.

In our case, the real enemy is time, focus and fear. When we address these elements, we can start to reveal what a solution could look like in the context of the real problem.

Reveal the Authority to Guide Them

Of course, once your story connects with their real problem you must be able to reveal you and your business as the one who can guide them to where they want to go.

Every great hero meets a mentor or guide along the journey that gives them the knowledge, tools and confidence to take up the journey.

Think

- Obi-Wan Kenobi and Luke Skywalker's lightsaber
- Gandalf and Mithril armor
- Dumbledore and Harry Potter's wand

Admit it, the idea of playing the role of Obi-Wan for your prospects has to be a lot more fun than just being the head of marketing.

Paint a Better Picture

One of the keys to moving your prospects down the path is to paint a picture of what it could look like to have the real problem handled.

A vivid picture of what a small business owner's day could look like if they installed a marketing system — right down to how they would feel on that day — is a great way to lead your prospects to make a change.

Challenge Them to Succeed

Finally, you must be able to challenge them to take action. This part of the story might be referred to by marketers as the call to action, but for it to be powerful, you must also help them understand the cost of *not* taking action.

Generally, people are more motivated by what they might lose than what they might gain, and when you can help them see the true cost of not acting as well as the value of succeeding when they do act, you can start to position what you do as an investment rather than a cost.

Marketing is almost always seen as a cost — when it's seen as an investment the dynamic of the sales conversation changes dramatically.

How to Craft the Right Journey

Once you understand the hero of your story and the challenge you can help them solve you have to move to understanding the journey itself.

As a prospect searches for solutions to questions, problems and challenges known and yet unidentified you have to use your marketing to address the questions and goals they are bound to have during each stage of the journey.

You must get involved in their journey as early as possible, and you can only do this by addressing them where they are. If you simply jump to promoting what you sell before they've even concluded that you address their challenges, you'll be forced to hard sell.

But, if you wait until they've concluded on their own that your category of solution is that answer to their prayers, you'll be forced to compete against everyone else who says they do what you do.

When you understand the goals and questions your prospects are facing during each phase of their buying journey you can create content and campaigns aimed at these specific desires.

For example, here's what the journey goals for a small business looking to grow more profit by working with a tax advisor might look like.

- **Know** – To learn the best, most profitable ways to run and grow their business
- **Like** – To understand what other people are doing to lower expenses
- **Trust** – To understand what's possible and legal
- **Try** – To see if any of the proposed savings apply to their situation
- **Buy** – To experience a process that feels very professional and gives hope of substantial savings
- **Repeat** – Understand other ways they can gain wealth and possibly set up business to sell
- **Refer** – To feel proud telling another business owner about a very smart decision they made

As you can plainly see the idea of cutting taxes doesn't even appear until about midway through this journey. The consultant selling tax consulting, however, must look to become the guide first by building trust teaching ways to run and grow a business.

Understand your customers, make your prospects the hero of your marketing story and then guide them to success. That's how you build a business that both succeeds and matters.

If you're an overachiever I also suggest that you read the following:

- *Save the Cat* – Blake Snyder (Storytelling from a screenwriting perspective)
- *The Hero with a Thousand Faces* – Joseph Campbell (The classic academic tome that reveals why we like Star Wars so much)
- *The Writer's Journey* – Christopher Vogler (A very practical text for understanding the role of mythology in story)
- *Resonate* – Nancy Duarte (A presentation framework based on the hero's journey)
- *Storytelling with Data* – Cole Nussbaumer Knaflic (Sometimes you must use numbers to tell a story! – Edward Tufte for the Internet age) ●



John Jantsch is a marketing consultant, speaker and author of Duct Tape Marketing, Duct Tape Selling, The Commitment Engine and The Referral Engine and founder of the Duct Tape Marketing Consultant Network.



Ask the DM Experts
by Susan K. Jones,
Susan K. Jones & Associates
and Ferris State University

Latest Statistics on the Social Media Boom

Boom

Q. Clearly, social media have become a staple for businesses of all sizes in the U.S. and — I presume — abroad as well. What are some of the latest findings and statistics about social media growth?

A. I did some research on this topic recently for a social media class I taught in early January at Groupe ESC Troyes, France. The students were given tools to build their personal brands online, with some warm-up information about the international power of the top social media. Here are some of the facts I shared.

First, to set the stage, I recommend a quick viewing of **Eric Qualman's** latest Socialnomics video. Search "Socialnomics 2015" on YouTube...it's the latest version available at this writing. Here are just a few of the stats that Qualman shares:

- More of the world's people own a mobile device than own a toothbrush
- Every second, two new members join LinkedIn
- Grandparents are the fastest growing demographic on Twitter

- 90% of buyers trust peer recommendations

FACEBOOK (www.facebook.com) — Facebook is a social networking website that makes it easy for you to connect and share with your family and friends online.

- Total Facebook Users Worldwide as of late 2015 = 1.55 Billion and growing

LinkedIn is currently used in over 200 countries and territories. It is available in 20 languages. 40% of LinkedIn users check LinkedIn daily.

- Facebook is the largest "country" in the world with a "population" greater than that of China's 1.357 billion people
- Percentage of Facebook users outside the U.S. = 75%
- Fastest growing Facebook countries by percentage jump in participation over the past year:
 - Portugal
 - Indonesia
 - Thailand
 - Poland
 - Bulgaria
 - Philippines
- Great sources for stats about Facebook
 - <http://www.socialbakers.com>
 - <http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/>

PINTEREST (www.pinterest.com) – A pinboard-style social media photo-sharing web site which allows people to create and categorize things they like.

- 80 percent of Pinterest users are women
- Food is the top category for Pinterest content
- Re-pinning is the real strength of Pinterest — every pin inspires an average of six website visits
- Appropriately enough, many more stats about Pinterest are available on a Pinterest page chock-full of infographics. Check it out by searching "about/Pinterest/infographics" on the Pinterest site

LINKED IN (www.linkedin.com) – The world's largest professional network.

- More than 400 million members worldwide as of Oct. 2015
- 33% of LinkedIn traffic is from mobile devices
- There are more than 39 million students and recent graduates on LinkedIn
- Sources of more LinkedIn stats
 - <http://expandedramblings.com/index.php/by-the-numbers-a-few-important-linkedin-stats/#.VEfrd2d0ypo>
 - <https://www.linkedin.com/pulse/2015-linked-in-statistics-you-need-know-katy-elle-blake>

YOUTUBE (www.youtube.com) – "YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small."

- More than 100 hours of video are uploaded to YouTube every minute. This number was "only" 48 hours in early 2012
- More than 1 billion unique visitors monthly
- More than 6 billion hours of video are watched each month and more than half of those views are on mobile devices
- 80% of YouTube traffic comes from outside the U.S.; YouTube is localized in 70 countries and across 76 languages

MORE SOCIAL MEDIA STATS

For statistics on Twitter, Snapchat, Instagram and other firms, a good source to start with is: <http://expandedramblings.com> ●

"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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MEMBER PROFILE



CADM member since 2007, **Frank Ottolino** is Managing Director at **Digital People**. With offices in Chicago's West Loop and Rolling Meadows, Digital People focuses exclusively on recruiting and placing top creative, marketing and interactive professionals in contract and permanent positions for advertising and corporate clients. Digital People has served as CADM Corporate Sponsor since 2012.

Frank is responsible for new account acquisition, account development, service delivery, and promoting the range of professional recruiting services offered to businesses and talent. He has been with Digital People since 1997 in multiple roles, including recruiter and business development manager. Frank received his B.S. from DeVry Institute of Technology.

What I like about CADM Membership:

Over the years I have really enjoyed the contacts and friends I have made within the association and the knowledge gained by

attending the various events. Its open forums allow me the opportunity to understand what's happening in this rapidly changing industry, the challenges companies are facing and how they are addressing those challenges. This allows me to assist my clients by sharing the information I've learned and adjusting our staffing firm's focus to address our clients' needs.

Why DP is a CADM Corporate Sponsor:

Digital People continues to support the wonderful work the CADM does so that we can continue to stay engaged within the community and keep our own talent and clients informed about what is happening within the industry. We believe the CADM to be a valuable organization that provides awareness and educational information about the creative, marketing and interactive industry and does so in both a structured and fun atmosphere. ●

Have you recently received a certification? Special award? Honor? If you have a submission for "Member Briefs," please send it to adMarks Editor, CADM, PO Box 578, Westmont, IL 60559-0578 or email info@cadm.org.

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CADM seeks volunteers with at least seven years of response marketing experience to judge the Tempo Awards entries.

Judges must have experience in at least three

of the awards categories. Judging takes place in late April and May. It is handled electronically, so volunteers judge at their convenience.

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Review works by leading advertisers, marketers and agencies. Contact CADM at info@cadm.org or 312-849-2236 to volunteer or request more information.

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