Volunteering Is Not Just for Résumé Building — 8 Surprising Benefits

By Michelle Robin, Chief Career Brand Officer, Brand Your Career

At the bottom of your résumé do you have a list of organizations you’re a member of? For how many of those organizations do you actually serve on a committee or sit on the board? As professionals we all inherently know belonging to industry associations has benefits for our career, but how many of you take an active role by volunteering?

Since September is International Update Your Résumé Month, you might want to think about these surprising benefits of volunteering when you’re looking to round out your experience.

1. Improves your health and reduces stress
   A recent study by United Health Group and the Optum Institute discovered a direct link between volunteering and better physical, mental and emotional health. About a quarter of the people who have volunteered in the past 12 months say that volunteering has helped them manage a chronic illness. And, 76% of people who volunteered in the last year say that volunteering has made them feel healthier. Lastly, 78% of people who volunteered in the last 12 months say that volunteering lowers their stress levels.

2. Makes you a better employee
   The same United Health Group study also found that volunteering helps employers get healthier too. “Employees who volunteer also bring more refined job skills to the...”

See more on page 11. ☞
A Call For Volunteers & Input

As with all membership organizations, one of CADM’s top objectives is member engagement. With a diverse membership throughout Chicagoland, CADM faces unique challenges with achieving this goal. But on August 19th, the membership came together to celebrate CADM’s 60th Anniversary at the Annual Meeting. We celebrated an incredible milestone, but more importantly we honored our incredibly hard-working, smart and generous member base and exchanged ideas about how we can make the organization stronger.

1972-73 CADM President Jim Kobs spoke and inspired us with his perspective on CADM’s proud history and accomplishments. Jim shared personal stories around the organizations transition from “The Mail Advertising Club of Chicago” to “The Chicago Association of Direct Marketing” and how CADM influenced the marketing industry. He reminded us that CADM made it 60 years because of its members’ and the organization’s commitment to serve and support Chicago’s one-to-one response marketing community.

The 2015/2016 Board of Directors was voted in at the Annual Meeting. We shared our theme and goal for the year, which is "Re-Igniting the Passion." We are committed to provide our members, sponsors and partners with more value, as well as making sure we have adequate resources to advance our mission into the future.

But, we need your help. So I ask you to consider volunteering, sponsoring or just providing input. Please contact someone on the Board of Directors today and share your ideas or ask how you can help. It will be worth it. Hope to see you all at our social event in Schaumburg on Thursday, September 24th to continue the conversation.

Brad Schwab
September
24 After Hours in the ’Burbs
5:30 p.m. – 8:00 p.m.
White Chocolate Grill, 930 N. Meacham Road, Schaumburg
Come meet and network with fellow one-to-one marketers. Appetizers provided;
cash bar. Registration fee is $15.00 for CADM members; $20 for nonmembers.
Register at www.cadm.org/events

October
12-16 Digital Marketing Strategy Educational Program at Loyola University
CADM members receive a 10% discount.
See more details and register at www.cadm.org/events

22 One-to-One Targeting in the Modern World
6:00 p.m. – 8:30 p.m.
Enova Technologies, 175 W. Jackson Blvd., Chicago
Meet our expert panel of practitioners as they discuss real-world perspectives on
data-driven targeting methods and analytics.
Happy Hour and Networking, Keynote, Panel Discussion and Q&A
$25.00 for CADM members; $45 for nonmembers.
See page 11 and www.cadm.org/events for more details and registration

November
TBA Webinar. See www.cadm.org/events as plans are finalized.

December
TBA Social Meet Up for the Holidays. See www.cadm.org/events for details.

FOR CADM MEMBERS ONLY!
Marketing Career Network
~Seeking a Job?
Upload your resume.
~ Filling a marketing position?
Post the job description.
Check out CADM’s new Career Center
at cadm.org/careers
and see all the benefits our new partnership with
Marketing Career Network has for You!

Marketing Career Network

The New Age of Direct is Here!
Imagine being able to directly reach prospects online, just like you offline with direct mail.
Now you can with Digital Direct. Digital Direct targets unique internet users at their specific
household without the use of cookies. Essentially, it’s direct mail delivered digitally.

Here’s how it works in 4 easy steps:

1. Match our IP address data to your home address data.
2. Locate your exact target household online, and set up a privacy shield to anonymize personal information.
3. Serve display ads to your target audience wherever, whenever they go online.
4. Run a coinciding direct mail campaign to double your audience reach and improve your response rate.

We only serve ads when your selected households are online, so with Digital Direct you can reach
100% of your target audience, 100% of the time.

Scan the QR code above or visit
tobedirect.com/education/white-papers/
to download our white paper
“Why Your Digital Marketing Strategy Isn’t Working.”
As expected, the August 19th Annual Meeting luncheon at Wildfire was wonderful — the food, the ambience, and the attendees alike! Keynote speaker Fiona Blades, president of Mesh Experience, gave an insightful presentation on the benefits of using consumer real-time experience tracking to understand how people are engaging with brands “in the moment.” CADM Director Jean Ban then discussed CADM’s reinvigoration of the Direct From The Heart program and asked volunteers to contact her.

Brad Schwab spearheaded the CADM Awards presentations. Rui Wang, FCB, was honored with the Wheeless Mentoring Award, and Marisa Marinelli was named the Natalie P Holmes Volunteer of the Year.

1972-73 CADM president Jim Kobs inspired the audience with his talk about his experience transitioning the Mail Advertising Club of Chicago to the Chicago Association of Direct Marketing. Susan Kryl, Immediate Past President, then gave the State of the Association presentation, followed by the formal election of the 2015-16 Board of Directors and induction of Brad Schwab as President.

Before Brad went on to talk about his vision and goals as well as reviewing the CADM’s mission, he spoke about Susan and her never-ending contributions to CADM. He thanked her for her leadership, commitment and sacrifices over the past two years especially, and all she has done for the organization over many years.

“Susan stepped up and took on the role of President for a second time (the only two-term president we’ve had) to lead us out from under financial issues and problem policies and procedures, only to come out on top with a stronger CADM foundation to build on for our next 60 years. And she did it all with grace, elegance and class. She has been an excellent mentor, a great leader, and better yet, a good friend. She will still be a significant presence, because she is taking her role as Past President seriously, but we feel it is an appropriate time to honor Susan for her years of dedication. Therefore, we have created a new CADM individual award in her name. It is the Susan Kryl “Silver Marketer” Award, and recognizes marketers in our multi-channel response marketing community who have made contributions over a career of 25 years (hence “Silver”). It will be given to up to 5 honorees per year except this year — when we will honor only one outstanding individual, Susan Kryl,” Brad announced.

Our thanks to everyone who worked so hard to create this outstanding celebration.
60 Years Remembered

We could not have successfully served Chicago’s multi-channel response marketers without the contributions of our past presidents and leaders. In recognition and gratitude, we present this listing of our Past Presidents and the recipients of our major honors: the Charles S. Downs Award, the Volunteer of the Year Award, and the Wheelless Mentoring Award. Thank You!

### Past Presidents

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<tr>
<th>1955-1957</th>
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<td>Ken Johnson</td>
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<td>Bernard Kroger</td>
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<td>John Meccella*</td>
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<td>Ray Snyder*</td>
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<td>Jim Lentz</td>
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<td>Donald Schmidt</td>
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<td>Craig Peterson</td>
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<td>1975-1976</td>
<td>Ronald T. Perrella*</td>
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<td>Richard Jacobsohn</td>
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<td>Carl Bender*</td>
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<td>1978-1979</td>
<td>Ray M. Haase*</td>
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<td>Eugene Sollo</td>
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<td>Susan Kryl</td>
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<td>Noel F. Lerner</td>
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<td>1982-1983</td>
<td>Robert L. Weinberg</td>
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<td>1983-1984</td>
<td>Phillip R. May</td>
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* Deceased
2015–16 Board

PRESIDENT
Brad Schwab
Schwab Group LLC
bschwab@schwabgroup.net
Brad has been a direct marketer for over 17 years. After spending 17 years at direct marketing agencies, he decided to create his own company with his father and brother. He now is Owner of Schwab Group, LLC, a manufacturing representative company focused on the marketing and selling of building envelope materials. He held several positions at FCB Chicago from 2005-13, ultimately serving as VP, Management Director. A graduate of University of Iowa, Brad was also employed at Aspen Marketing Services and Townsend Agency. He has served as CADM Director since 2013, chaired Tempo Awards, and co-chaired the 2015 Chicago Basic Course. Brad received the Wheelless Mentoring Award in 2014.

IMMEDIATE PAST PRESIDENT
Susan Kryl
Kryl & Company
skryl@krylandco.com
Susan, President of Kryl & Company, is a direct and integrated response marketing specialist. Prior to founding her company in 1989, Susan spent six years as Senior Vice President and General Manager of J. Walter Thompson Direct/Midwest. When she opened the JWT Direct office, she brought with her a wealth of Fortune 500 experience from her tenure with Maxwell Sogge Company, where she rose to Senior Vice President. Susan has served as CADM President from June 2013 to August 2015, and previously served in 1980-81. In 2005, she received the Charles S. Downs Direct Marketer of the Year Award.

VICE PRESIDENT
Josh Blacksmith
FCB
josh.blacksmith@fcb.com
Josh is SVP, Group Management Director at FCB Chicago, overseeing global CRM and multi-channel direct marketing work for clients such as State Farm, PACCAR, Toyota, Lexus, Brown Forman and Anheuser-Busch. Josh joined FCB in September 2012 after working at Biggs-Gilmore (acquired by VML) in Chicago for a year, where he oversaw eCRM, loyalty and digital brand programs for Kellogg’s and Heinz. Prior to that, Josh spent eight years at Meredith Xcelerated Marketing in Des Moines, Iowa, where he was most recently Account Director for Kraft Foods CRM in the U.S. and Canada. Josh has also led CRM efforts for Volkswagen, Chrysler LLC (domestic and international), and Walmart, among others. Named a Top 40 Under 40 marketer by Direct Marketing News in 2014, Josh 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
Jean Ban
CBD Marketing
jban@cbdmarketing.com
Jean is EVP, Integrated Account Services and Practice Leader, Public Relations & Social Media at CBD Marketing. Prior to joining CBD, Jean was a communications consultant with Ambrosi and co-founder, VP marketing at Paladin Recruiting and Staffing. She earned her M.S.J. from Northwestern University. Jean currently is a CADM Director, and co-chairs the Direct From The Heart initiative.

DIRECTOR
Rosann Bartle
Umarketing
rbarcle@umarketing.com
Rosann is an award-winning VP, Executive Creative Director at Umarketing. Previously she was VP creative director with Aspen Marketing and Townsend Agency. She attended Bowling Green State University and The School of the Art Institute of Chicago. Rosann serves on CADM’s Tempo Awards Committee and led the promotional design team for this year’s Tempo Awards.

DIRECTOR
Tracey Cymbal
BizCast Media
traceycymbal@gmail.com
Tracey serves as Director of BizCast Media, and prior to that Sears Holdings Corporation, Federated Department Stores and RR Donnelley. She has chaired
CADM’s Basic Course Committee since 2012, and was recognized as Natalie P. Holmes Volunteer of the Year in 2012. She has served as a Director since 2011. With industry experience in Retail, Direct Marketing, Full-Service Marketing Agency and Media Arts, Tracey’s specialties include Photography and Video Production Management and Business Development, Content Development and Integrated Marketing.

DIRECTOR
Pradeep Kumar
FCB
pradeep.kumar@fcb.com
Describing himself as a “marketing geek,” Pradeep is a transnational marketing & advertising executive with over twenty years’ experience working in several countries in Asia, Middle East, South Africa and UK. Specialties include advanced analytics, account planning, marketing research, media planning & buying. With his MS in IMC from Northwestern University, he has served as VP, Customer Intelligence Director at FCB for the past eleven years, and is a part time faculty member at Northwestern.

EXECUTIVE DIRECTOR
Glenda Sharp
Executive Director, CADM
info@cadm.org
Glenda is Principal of Sharper Associations, an association and non-profit management firm, and has proudly served 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.

DIRECTOR
Mark Skroch
Energy BBDO
Mark.skroch@energybbdo.com
Mark is SVP, Group Account Director at Energy BBDO. His background includes marketing development across traditional, direct and digital channels. He focuses on helping clients build stronger brands and always enjoys launching new projects. 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, and gives back to the education community by teaching a masters class on advertising at DePaul University. Mark has served as Director at CADM since 2014.
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workplace which provides a significant benefit to their employer. More than 75% of people who said volunteering helped their careers, revealed that volunteering has taught them about time management. Sixty-four percent of employees who currently volunteer said that volunteering with work colleagues has strengthened their relationships. Finally, 49% of people new to volunteering said that volunteering has helped with their career in the paid job market.

3 Leaves you feeling like you have more time, not less
Wharton professor Cassie Mogilner published the results of her research in the Harvard Business Review that found those who volunteer their time feel like they have more of it. Said Mogilner, “The results show that giving your time to others can make you feel more ‘time affluent’ and less time-constrained than wasting your time, spending it on yourself, or even getting a windfall of free time.”

4 Expands your skill set
When you serve on a committee or sit on a board, collaboration and communication are key skills you need to engage with a diverse group of people to reach a common goal. Going back to the United Health Group study, 87% of people who said volunteering helped their career responded that volunteering has built their people skills and teamwork abilities.

5 Generates revenue and builds your brand
It’s no secret that speaking and publishing are great channels to generate leads for your business, whether you’re an entrepreneur or a corporate employee. Associations and other nonprofit organizations are always searching for quality content, so if you can speak at an event or even write an article for their newsletter it provides great exposure to your target audience. There’s a good chance you say or write will resonate with members, and they will want to hire you to help.

Not only that, but these communications help establish you as an expert. This is when referrals will start coming in. People feel more confident in investing in people recommended by colleagues, friends or family. So in networking situations, when someone asks, “do you know someone who...” you want the person to answer “yes, I just heard them speak....”

6 Primes you for a career change
The biggest hurdle when contemplating a career change is gaining the experience you need. Professional associations are an excellent way to gain that experience. Just by joining you’ll get exposure to best practices and trends in that field through the programming that is offered. Then when you take the next step and get involved, you’ll be able to expand your experience into areas that wouldn’t necessarily be available to you in the paid marketplace.

Associations are always in need of a few good men and women to grow their membership, produce programs, and run events. Remember — the more you give, the more you get.”

When you volunteer you’ll also get to know the leaders in your industry. They’ll see your abilities first hand. It’s a great way to build relationships, and according to U.S. News & World Report, 70% of people land jobs through networking.

7 Fills any gaps in your résumé
If you’ve ever been in transition, you know how critical it is to keep up with your skills and find something to fill the hole in your résumé. Employers begin to see a disadvantage if you’ve been out of the marketplace longer than six months. Turn that gap into an asset and differentiator by volunteering. Wouldn’t it be great to be able to talk about how you helped obtain the largest attendance ever to the annual conference, or grew membership 30%? Besides, you need to get out of the house during your job search, and volunteering is the perfect opportunity.

8 Helps you live longer
Analysis from the Longitudinal Study of Aging found that individuals who volunteer have lower mortality rates than those who do not, even when controlling for physical health. Other research done through the National Health Interview Survey and America’s Changing Lives Survey show similar results. Looking at health and volunteering data from the U.S. Census Bureau and the Center of Disease Control, a correlation can be found with states that have high volunteer rates also have lower heart disease rates.

Engage in CADM — Without Leaving Your Desk
If you are a CADM member and have Internet access, you have the tools to participate in our online community. Log on to cadm.org, and use the menu under your welcome message to:

• Update your profile. Have you recently been promoted? Moved? Let us know!
• Access our online member directory.
• Connect with other members by clicking on Community, then selecting Connections. This is similar to “ friending” via Facebook.
• Join Circles of Interest to introduce yourself, ask questions and share information. Click on My Community, then select such Circles as Digital, Mobile, Social, Response Marketing, and Analytics. You can even start your own Circle!

Now that you’ve seen that volunteering benefits you in many more ways than simply adding points to your résumé, you’ll be motivated to raise your hand and say, “I can help with that.” Associations are always in need of a few good men and women to grow their membership, produce programs, and run events. Remember — the more you give, the more you get.

Passionate about direct marketing and helping people find jobs, Michelle Robin 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., and helps them discover their personal brand and fast track their job search. Visit: www.brandyourcareer.com.

1 To read the full Doing Good is Good for You: 2013 Health and Volunteering Study, visit http://www.unitedhealthgroup.com/-/media/uhg/pdf/2013/unh-health-volunteering-study.axsh
2 To read more about Cassie Mogilner’s study visit https://hbr.org/2012/09/youll-feel-less-rushed-if-you-give-time-away
4 Corporation for National & Community Service’s report The Health Benefits of Volunteering can be found at http://www.nationalservice.gov/pdf/07_0506_hbr.pdf

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### Past Presidents (continued)

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<th>Year</th>
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<td>Suzanne S. Ridenour</td>
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<td>Judy Finerty</td>
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### Charles S. Downs Award Winners

- Aaron Adler
- Virgil Angerman
- Ed Bjornmrotz
- George Collins*
- Richard Cremer
- Howard Draft
- Alan Drey*
- Al Dyon
- Alvin Eicoff*
- Robert Enlow*
- John Flieder
- Donald Harle
- Dave Hefter*
- Rob Jackson
- Ron Jacobs
- Susan K. Jones
- Bob Kestnbaum*
- Kate Kestnbaum
- Jim Kobs
- Susan Kryl
- Sid Liebenson
- Mitchel Lieber
- Phil May
- Vachel Pennebaker
- Ron Perrella*
- Jerry Reitman
- Ted Spiegel
- Bob Stone*
- Cyndi Greenglass

### Natalie P. Holmes Volunteer of the Year Award

- 2015 Marisa Marinelli
- 2014 Jacobs & Clevenger
- 2013 Andy Gold & Brenda McGowan
- 2012 Tracey Cymbal
- 2011 Karyn Palumbo
- 2010 Lynn Storey
- 2008 Heather Baker
- 2007 Roy Wollen
- 2006 Randee Monitz*
- 2005 Jim Sherman
- 2004 Frank Roman
- 2003 Michael Becker
- 2002 Bart Zeller, Jr.
- 2001 DraftWorldwide
- 2000 Ian Scarlett
- 1999 Susan Kryl
- 1998 Nancy Dennis
- 1997 Jay Gondelman*, Steve Hausheer, Phil Brown
- 1996 Susan K. Jones
- 1995 Linda Pickering
- 1994 Todd Hunt
- 1993 Harry Kraus
- 1992 Rob Jackson
- 1991 Donald Harle
- 1990 Betty Warden* (continued)

### Chicago Direct Marketer of the Year

- 2009 Jim Carey
- 2010 Steve Kelly
- 2012 Cyndi Greenglass

* Deceased
The Future Power of Data

Q. The term “big data” is everywhere these days, but seldom do we see a workable definition, let alone an explanation of how big data can be harnessed to best advantage. Can one of your experts provide some enlightenment on this subject?

A. Recently, while attending the Integrate conference at West Virginia University, I had the pleasure of attending Cyndi Greenglass’ presentation titled “The Future Power of Data.” In addition to her role as Senior Vice President, Strategic Solutions at Diamond Marketing Solutions, this former CADM President and Downs Award Winner now shares her expertise and knowledge as an adjunct instructor at both WVU and Aurora University. With Cyndi’s permission, I will share some of the highlights of her talk here and in the next issue of adMarks.

Cyndi began her comments by asserting that “The great discoveries of the 21st Century will come from finding patterns in vast archives of data.” While some marketers are a bit math-phobic, Cyndi says that “math is the easy part,” and that “next-generation database marketing will be the mathematical modeling of humanity.” Humans are hard to figure out — that’s the challenge, she explains.

Cyndi admits that her first reaction to the term “big data” was that it was “hooey.” Since then she has changed her thinking in terms of understanding how all that data can be harnessed. No longer are we looking for overall market share — we should be focusing on customer quality on a customer-by-customer basis. Here’s how that shapes up, according to Cyndi:

• We no longer want just any customer — we want profitable customers with high lifetime value
• To build customer share, we need to build a customer’s share of mind
• We need to determine how many, how often, and for how much our customers will buy
• We need to market to them to stay top of mind.

To facilitate these goals, Cyndi says that we should look at relationships in terms of triers, buyers and customers, and look at customers’ demographics, psychographics, and infographics. While demographics and psychographics are standard fare for marketers, the concept of infographics may be new. Cyndi defines it as “what, where and how” people consume content and communicate.

From Unstructured to Useable Data

According to Cyndi, “Unstructured data is the fastest-growing enterprise data.” It cannot be stored in rows and columns, with examples being: E-mail files; Word-processing text documents; Power Point presentations; JPEG/GIF image files; MPEG video files; etc. These all can be stored as “Blobs,” or Binary Large Objects, in our relational databases. When you merge all of this information together, you have big data, which Cyndi says can also be defined as “context.”

This work is in service of establishing metrics, which is important because:

• It takes us away from opinions
• It levels the playing field and provides a lingua franca
• It holds us accountable to ourselves above anyone else
• If you do not have a dream, you will never achieve great things
• If you do not have a measureable goal, you cannot see how far you have come.

Using the Data Effectively

Cyndi says that in order to use all this material effectively, we need to have a roadmap to follow and the ability to “drive the vehicle” using analytic techniques, tools, and methodologies. The rules of the road in this case are “fundamental metrics and calculations that are considered by businesses and marketers as measures of success,” per Cyndi.

A Score Card is the best way to navigate this situation, Cyndi says, and the Score Card would take into account:

#1 Brand Awareness
#2 Test Drive
#3 Churn
#4 Customer Satisfaction
#5 Take Rate

Cyndi observes that “all 5 of these metrics are part of our IMC experience and marketers have a direct impact on every one of these outcomes. It is no wonder we are being held more accountable every day in marketing!”

See more on the power of data and metrics in the November issue of adMarks.
One-to-One Targeting
In the Modern World (cont.)

When: Thursday, October 22, 2015
6:00 p.m. – 8:30 p.m.
Happy Hour and Networking, Keynote, Panel Discussion, Q&A

Where: Enova Technologies
175 W. Jackson Blvd., Chicago

Fee: Members: $25 Non-members: $40

Registration: Visit www.cadm.org/events.

Welcome New Members
- Ryan Black, Marketing Manager, Blue Wave Products, St. Charles
- Fiona Blades, Chief Experience Officer, Mesh Experience, New York City
- Walter Boza, SVP, Director Strategic Planning at FCB, Chicago
- Kathy Bucaro Zobens, Co-Founder of Liquid Iron, Chicago
- Ruth Casanova, VP, Management Director at FCB, Chicago
- Ken Devlin, Chicago
- Melissa Dudek, Project Manager at Pepper Group, Palatine
- Denise Hughes Valles, Production Director at FCB, Chicago
- Greg Marvin, Sales Manager at Tribune Direct, Northlake
- Karah McGeowan, VP, Director of Communications at FCB, Chicago
- Francesca Moceri, Account Director at Havas Worldwide, Chicago
- Allen Morgenstern, Associate Creative Director at FCB, Chicago
- Kari Peters, President of Piloti Solutions, Chicago
- Martin Serra, VP, Creative Director at FCB, Chicago
- Lou Tazioli, President of Tribune Direct, Northlake
- Kaitlin Woitas, Account Manager at Diamond Marketing Solutions, Carol Stream

Congratulations To:
Benjamin Cox who was named VP, Strategic Planning at Nansen Inc., Chicago
Tracey Cymbal who was named Director at BizCast Media, Chicago

Condolences To:
The family of CADM Past President and Downs Award recipient Ron Perrella, who passed away on August 24.
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