



adMarks

Chicago's Multichannel
Response Marketing Community

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CADM Gives Back on November 27

This year, CADM kicks off the holiday season with a special Direct From The Heart Meet-Up on **Giving Tuesday, November 27**. Giving Tuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following the widely-recognized shopping events Black Friday and Cyber Monday, #GivingTuesday celebrates the kickoff of the charitable season. It's a time to donate money, needed goods, awareness, and a voice to causes that matter.

Use this CADM Meet-Up to connect with one another and give back to the community. CADM is excited to partner with **DuPage Pads**, a vibrant organization which is fighting to end homelessness one journey at a time.

GIVING TUESDAY HOLIDAY MEET-UP

What: Direct From The Heart Holiday Event in support of DuPage Pads

When: Tuesday, November 27, 2018
5:30 p.m. – 8:00 p.m.

Where: The RAM Restaurant
9520 Higgins Road, Rosemont

Fee: FREE for Members
\$30 for Non-Members

Registration: Visit www.cadm.org/Events

Betsy Harman, Direct From The Heart committee chair, provides all the details in her letter on page 2. As Betsy says, "Giving back isn't time consuming, and it always feels good." ●

SAVE THE DATE: Tuesday, January 29 Networking Event

The Future of Marketing in the Era of AI

Presented by Jim Carey – Northwestern IMC • Sponsored by FCB

Combining Technology with Your Direct Mail



By Tim Wheeler,
Jacobs & Clevenger

*This article was first published on the Jacobs & Clevenger blog
See bit.ly/2NpO33v*

Direct mail marketing has been around a while. In fact, the first time we saw it in its current form was in 1872 — the piece that was mailed was a one-page catalog. Since then, direct mail has evolved greatly and many forms have been created and new tactics have been used.

Direct mail is still very prevalent today, even in our current age of endless technologies, but how can you innovate and combine technology with direct mail? There are a number of ways direct mail can use recent technology to connect with customers and drive better

responses — below are three that have gained a lot of interest of late. Consider how you can incorporate these to engage your prospects and customers in a new way.

Augmented Reality (AR)

Augmented reality is the display of digital content over the user's view of their actual environment. For many, their first time seeing this in use was when it made a lot of noise in 2016 with a game all the kids were playing. Pokemon Go had users walk around their neighborhoods, schools, and parks looking for a Pokemon. When they found one and they lifted up their phone and looked "through" it, they would see the environment they were in, as well a Pokemon they would then try to catch by

CADM Mission Statement

Ignition Is Our Mission. As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

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Connect and Give Back: Direct From The Heart Giving Tuesday Meet-Up

The Holiday season will be here before we know it. The holidays are a time for celebrating, eating cookies, and gift giving. But more importantly, the holiday season brings joy, gratitude, and giving back.

This year, CADM kicks off the holiday season with a special **Direct From The Heart Meet-Up on Giving Tuesday, November 27**. Giving Tuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following the widely-recognized shopping events Black Friday and Cyber Monday, #GivingTuesday celebrates the kickoff of the charitable season. It's a time to give money, needed goods, awareness, and a voice to causes that matter.

This Meet-Up will give CADM members and friends an opportunity to connect with one another while giving back to the community. CADM is excited to partner with **DuPage Pads**, a vibrant organization which is fighting to end homelessness one journey at a time. Focusing on the journey from dependency to self-sufficiency, DuPage Pads is the county's largest provider of interim and permanent housing, coupled with support and employment services to help individuals work toward becoming self-sufficient.

Larry Benjamin, a CADM Board Member, volunteers with DuPage Pads. He finds great satisfaction in doing work that ensures that those who need help can get it. He said, "It's just my way of giving thanks for what I have and giving to those who don't. It's truly amazing to me that in one of the wealthiest counties in the country, there are so many people without homes. I've talked to several people, and while they work, they just don't have enough money to live in the county, where their jobs are. Of course, all kinds of people seek shelter, but it is not uncommon for families to be among them."

You can help DuPage Pads in three ways:

- Come to our Giving Tuesday Meet-Up on November 27th, 5:30 – 8 pm. at **The RAM Restaurant and Brewery**, 9520 Higgins Road in Rosemont, and bring your friends. Bring a small backpack to donate and fill it with items from their list. The list, which includes a wide range of suggestions, can be found on their website (dupagepads.org/solution), but toiletries are especially needed, including travel size toothpaste and disposable razors, as well as cleaning supplies, phone chargers, and paper towels.
- Volunteer to help spread the word about the great work DuPage Pads is doing to fight homelessness. Connect with them on Facebook. Forward their list of needed items to your friends and colleagues. Collect needed items from co-workers at your office.
- Make a cash donation through their website or start a Facebook Fundraiser for them.

At its core, the CADM Direct From The Heart initiative is about connecting, sharing, and giving back. The initiative connects with nonprofit organizations in two ways — through events like this which encourage members to engage with and support area nonprofits, and through providing multi-channel response marketing expertise to help nonprofit organizations build awareness and grow.

In addition to attending our Giving Tuesday Meet-Up, think about how you can support Direct From The Heart in the coming year. Help an organization with their entry for the Tempo Awards. Forward an article from *adMarks* with helpful marketing tips to a nonprofit that may not have a big marketing staff and could use some direction. Bring someone who works at a nonprofit as your guest to one of our educational events. Spread the word about worthy organizations in our community through your social media channels. Giving back isn't time consuming and it always feels good! See you November 27th!

Betsy Harman

Betsy Harman is a Board Member and Chair of the CADM Direct From The Heart Committee. She has spent her entire career working for and with nonprofit organizations and currently works on the Direct Marketing team at Feeding America.

November

27 Giving Tuesday Charitable Event Sponsored by Direct from The Heart

5:30 – 8:00 p.m.

The RAM Restaurant and Brewery,
9520 Higgins Road, Rosemont

Join us on Giving Tuesday as we get in the holiday spirit and help the homeless, too. Our charitable partner **DuPage Pads** is dedicated to ending homelessness by helping individuals and families to become self-sufficient.

See more details on page 2.

Free for Members

\$30 for Non-members



January

29 Membership Meeting

5:30 – 8:00 p.m.

Location: FCB, 875 N. Michigan Ave., Chicago
Jim Carey from Northwestern IMC will present
"The Future of Marketing in the Era of AI"

Sponsored by FCB

Free for Members

\$20 for Non-members

Please go to cadm.org to register and for further details.

Call For Volunteers and 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 in achieving this goal.

The 2018/2019 Board of Directors share our theme for this year, "Facing the Future Together." We are committed to working together to provide our members with quality networking, education and social events. And we are looking at more ways to give back to the communities we live in.

We need your help

Please consider volunteering some time, sponsoring an event, or sharing your knowledge of marketing by writing an article for *adMarks*. If you're interested in volunteering, contact Rosann Bartle at rosann.bartle@drumagency.com to share ideas on how you can be involved. When we face the future together, we can make great things happen! ●

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◀ | Combining Technology with Your Direct Mail *(continued from page 1)*

“throwing” a ball at it. The use of AR has been growing. USPS has even given discounts on mailing for those who used AR in a mail campaign, as they wanted to incentivize companies to innovate. Here’s one way AR can be used in direct mail: a home goods retailer sends to all of their app users an offer of new dinner placemats. When a user signs into the app, they can choose to see how the placemats will look in their home by superimposing them on their dinner table.

QR Codes

For those who may not know, a QR code is a scannable graphic that can be printed on a direct mail piece. When you scan the code, it acts like a link, taking you directly to a webpage without having to type in a URL. QR codes have actually been around for a while, and many direct mail marketers may have used them at some point in their careers.

Many had abandoned the use of QR codes — for a while, the use of codes also required the user to download the QR code scanner app to their phone, but many users didn’t go through the hassle of downloading. However, today many phone cameras now have the ability to read a QR code. If you have an iPhone with iOS 11, you can take the picture without a separate app. Additionally, you can pair the augmented reality with a QR code, so users do not even need to download an app.

Reverse IP Sending

Even if you have a 5% conversion rate on your site, what are you doing with the other 95% of users who visit but do not make a purchase? You may be targeting them with remarketing ads, but if you’re selling a big-ticket item, do you want to do more? If you run these visitors through a reverse IP append, you can send a piece of mail to their

home. What makes it better is you can even personalize it to include exactly what they were looking for. If you are a car dealership and someone is looking at a specific car, you can automatically send them a piece of mail with a personalized offer based on what they were looking at, and have that mail piece arrive in just a couple of days. Users buying higher-priced items probably aren’t making a decision quickly, so reaching them within a few days is more than enough time. ●

Tim Wheeler is the Marketing Supervisor of Jacobs & Clevenger, a direct response and relationship marketing agency. He has seven years of experience in demand generation and digital marketing across multiple industries including financial services, technology and manufacturing.

Share Your Insights In adMarks

By Stephen Steger

CADM is looking for input from Members like us. This is your chance to join the conversation and share your knowledge with fellow CADM Members in the Chicago DM community. Regardless of your skill set, industry vertical or level of writing experience, CADM wants to hear what you have to say. In fact, our editors can help guide you through the writing process to make sure you put your best effort forward.

There are many reasons to publish in *adMarks*. Here are several to consider:

Help others be more effective.

Helping each other is what CADM is all about. And sharing your hard-won insights and success is a wonderful way to advance one of the association’s core missions: spreading the use of best practices in the Chicago direct response community. Quite simply, your knowledge, opinions, and solutions to current issues could help your peers do their jobs better.

Gain recognition for your company or organization.

Want to impress your boss and clients?

Showcasing your hard work just might do the trick. Better yet, by going through the process of detailing your success, you can develop excellent material for your social media stream. Given the right topic, it could even be applicable in your next big pitch and help win new business.

Make a name for yourself.

Already a thought leader? Here’s a great outlet to showcase your knowledge. Want to be considered a future thought leader? Here’s your chance to shine. The reality is people typically undersell themselves. After 10 or 15 years of business experience, many professionals are filled with untapped knowledge. All it takes is the opportunity (here it is!) and a little assistance to show off your expertise.

adMarks publishes a broad range of content. One of the great things about direct response is that the field is so large. As a result, *adMarks* covers a wide variety of topics. Segmentation, testing, email strategies, web optimization, the topics are seemingly endless.

Some tips to consider. To help narrow down the possibilities, CADM has gathered the following guidelines you might find helpful:

- Members are encouraged to submit articles, case studies, industry briefs, and/or educational information. Typically, the articles run about 900 words. You should include a short bio and headshot.
- Topics can include (but are certainly not limited to) direct mail, alternative media, teleservices, database marketing, lists, production, digital/interactive, entrepreneurship, and not-for-profit issues.
- You don’t have to write it this way, but one common approach to articles is to:
 1. Identify a trend, problem or issue
 2. Describe how it’s impacting the industry or culture, or the common response
 3. Indicate what the ultimate development may be or how to resolve the problem or issue.
- Answer your topic’s essential questions: who, what, where, when, why, and how

So send your ideas. If you have any suggestions or questions about potential authors or topics, please e-mail the *adMarks* editorial committee at info@cadm.org. ●

How Direct Mail Fits in an Omnichannel Strategy



By Summer Gould

Reprinted from
[targetmarketing mag.com](http://targetmarketingmag.com)

Many times, marketers look at direct mail as an old-school choice that does not fit well in an omnichannel world. This is just not true. Direct mail helps you integrate online marketing with the physical world. Research shows people like and trust direct mail across all generations. Direct mail is the tangible component of your omnichannel strategy. It is a physical piece that draws attention and then is remembered better than digital marketing.

When customers and prospects get a mail piece that ties to multiple channels, not only is your branding more effective, but your engagement goes up. Why? Attention spans are short and people are busy and inundated with ads, so reaching them multiple times across channels gives you more opportunity to get your message to them.

So exactly where does direct mail fit in an omnichannel strategy?

- **Start:** Direct mail can be the start of your campaign. Use it to drive customers and prospects to specific online landing pages.

Then create triggers for other channels, based on mail delivery date, landing page visits or lack of action.

- **Middle:** After you have sent out emails, display ads or any other marketing channel message, you can then use direct mail as a mid-campaign push to action. Follow up will be with other channels, based on either response rates or in-home dates.
- **Start:** Lack of response does not necessarily equate to lack of interest, so ending with direct mail is a very popular method. Direct mail is a driver of response. You can time it to distribute after a set number of days from other channels or be triggered based on lack of response to other channels. Direct mail is easily saved until people have time to respond and can be even be given to others to increase your exposure.

Now, let's look at a real example of how IKEA uses direct mail in an omnichannel strategy. (See bit.ly/2NvihG9.) IKEA is known for its catalogs that come to life when scanned with a cell phone to show you how its furniture will look in your home — but did you also know that IKEA uses email and social media in conjunction with the catalogs, not to mention TV

and radio ads? Each channel feeds seamlessly into the others.

Direct mail doesn't have to include an AR or VR experience like IKEA, but it does need to tie in to your online content and other channels. Create a workflow that delivers a seamless brand experience. The overall flow should be driven by triggers based on what each person is doing along the customer journey.

Customer experience is the key to great omnichannel marketing. Omnichannel marketing allows you to create a complete campaign based on what works best and is most convenient for your customers. ●

Summer Gould is President of Eye/Comm Inc. Summer has spent her 27-year career helping clients achieve better marketing results. She is active in several industry organizations and she is a board member for Printing Industries Association San Diego, as well as a board member for Mailing Systems Management Association of San Diego.

You can find her at Eye/Comm Inc's website: eyecomm.org, on Twitter @sumgould, on LinkedIn, or email her at: summer.gould@eyecomm.org.

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What's the Difference? Copyright vs. Registered Copyright vs. Trademark



By Sarah Kornblet

From destinationlegal.com
See more at bit.ly/2RAWLiC

As a content producer, it is important to know how to best protect your brand and your content. That's why it

is so important to know the difference between copyright, registered copyright, and trademarks.

Basically:

COPYRIGHT is a designation of YOUR intellectual property (aka, anything you create and put out into the world in a FIXED form)

- Creative and literary works automatically have copyright protection when a person creates in a fixed form — meaning: books, blogs, courses, photos, music, etc.
- There is a presumption that this is your work even without formal notice to the rest of the world (although we all use © as a form of 'hey — this stuff is all mine!')
- Copyright lasts for the author's lifetime plus 70 years

Copyright is for actual CONTENT (ebook, blog posts, courses, videos, PDFs, pictures). You are automatically the owner of this stuff

and no one can use it, sell it, or mess with it without your permission.

Copyright gives you the exclusive right to (or authorize others to) reproduce the work, distribute copies by sale, or display publicly.

Copyright infringement happens when someone takes your work without your permission and does something with it (posts it, sells it, copies it).

SO then what the heck is REGISTERED copyright?

Registered copyright is a protection provided by the U.S. government (and many other governments) for an 'original' tangible work. In the case of most creative entrepreneurs this will include things like articles, online courses, blog posts, pictures, or ebooks.

While copyright IS automatic and you do have rights just by creating content, REGISTRATION is not automatic.

While there is a presumption that this is your work even without notice or registration, you cannot seek a claim for copyright infringement unless it is registered.

What does it mean then to register with the U.S. Government and how do you do it?

Registering with the United States Copyright Office does have several advantages. It formally establishes a public record and it is

required prior to bringing an action for infringement (meaning, you usually cannot sue for copyright infringement unless you have first registered your work with the Copyright Office). Registration includes submitting an application, non-refundable filing fee (\$35), and a copy of the work to be protected.

What this means: If someone steals your content and you haven't registered with the government, you have no right to take legal action against them! The only thing you can do is send a Cease & Desist letter and/or contact the web host to let them know.

Is your brand, logo, or name a copyright?

To protect your brand, logo, or name you need to TRADEMARK it.

A trademark is a designation of the source of goods or services (*i.e.*, who made it or provides it). It's not necessarily your business name, but it might be. It is a word, phrase, symbol, sound, or design (or combination) that distinguishes the goods/services of one party.

Example of good/product registered trademark: The Nike Swoosh (Swoosh is the trademark and the product is athletic clothing and shoes).

Examples of services registered trademarks:

- United Airlines (Blue globe logo is trademark, service is flying)
- B-School (Marie Forleo). B-School is trademarked, service is life coaching, online marketing, personal development services.

What can you register as a trademark?

- Business Name
- Group Program Name
- Logo
- Online Course Name

Trademark infringement happens when someone else starts using your name for a similar good or service and in doing so, causes confusion among customers!

Once you know the differences among these three important designations, you can start protecting your content and your business. ●

Sarah Kornblet, JD, is an attorney for online entrepreneurs and owner of Destination Legal. After several years at a law firm and a few career jumps, she ended up falling in love with online business and helping entrepreneurs achieve their dreams in a smart and legally protected way. She can be reached at sarah@destinationlegal.com or via destinationlegal.com.



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Next Generation Segmentation: Forget Marketing to Millennials: Part 1



By Acadia Otlowski

Reprinted from hipb2b.com

A few years back, I wrote a piece called “Marketing to Millennials: 5 Companies that Killed it in 2015.”

And while those companies did indeed “kill it,” I think it’s time to talk about how segmenting your leads to find “millennials” might be a little misguided.

Think about all the millennials you know. At HiP, we have a decent number of millennial employees. Millennials are generally defined as those born 1981–1996, (so 22–37 years old.)

One is engaged and owns a home. Another few of our employees are single and live alone. Another couple of them have children. Others are married and have homes and car payments. Some live with their significant others, some don’t. Some have student loans. Some don’t.

When you look at all these different circumstances, it doesn’t make sense to put millennials into just one category. But there are a couple

of overarching themes that unite them, mostly due to when they came of age. Here are some general characteristics you might keep in mind to target millennials in your content.

Digital Fluency

No matter where they are now, millennials were raised using technology. They are savvy, both with digital marketing tactics and new technologies. That means that when you create content, don’t be afraid to experiment with newer stuff, especially if you know that a chunk of your audience is millennials.

Try AI, chatbots, VR, AR, and don’t be afraid to push out into new technologies, platforms, and channels. More and more millennials are going to be your customers soon, whether you like it or not.

Start marketing to them early, as soon as they start reaching positions of authority in their professional lives. Millennials are loyal B2C buyers, sticking to known and favorite brands.

Common History

This is sort of obvious, but many marketers seem to forget it. This generation grew up in a

world before and after 9/11, before and after the recession in 2008.

They also experienced the rise of digital as part of their coming of age. As mentioned above, that means that they’re not only digitally savvy but also that they grew up in a mostly analog world. When creating content for this age group, consider references to this generation’s childhood before all this digital clutter. Do this both subtly and overtly, whether nodding to popular designs from the late 80s and 90s, or by making direct pop culture references. ●

See more on Marketing to Millennials in the December issue of adMarks.

Acadia Otlowski is the editor and copywriter at HiP. She handles writing subject lines and email copy as well as contributing weekly to the blog. Acadia is a journalism major turned marketing enthusiast with a heavy background in research and writing. Outside of work, she is an avid reader and storyteller, as well as a fire performer. You can reach Acadia at aotlowski@hipb2b.com.



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10 Ways To Handle Difficult Customers (and Personal Relationships)



By Jon Clark

[See more at jonleelclark.com](http://jonleelclark.com)

Is the customer always right?

What if the customer being right conflicts with the core foundations of your business?

You're going to face difficult customer service situations at some point.

I don't mean people who have genuine complaints that need to be resolved; some customers may request services that weren't captured in the agreement.

Some will spam your mailbox all day and leave bad reviews on social media to complain about something.

But how can you handle these situations? Do you flare-up and respond with the same tone?

Here are better ways to handle difficult clients:

1 Hear Their Side of the Story

One thing you shouldn't do to customers is ignore them or the situation.

They want their voice heard and won't mind going to greater lengths to get more people in on their views. That's can be bad for business as potential customers only hear the one side of the story.

Listening gives you the opportunity to build rapport with an angry customer. Empathize with them — difficult customers want to know someone is listening.

2 Remain Calm

Dealing with difficult customers and complaints can be stressful.

But don't turn this into you vs. them. Typically, this only results in escalating anger.

Instead, explain that you have their best interests at heart and try to do this in an even tone. The easiest way to start a shouting match is raising your voice on a person who's already at a high pitch.

Try to calm them down and, in a physical confrontation, try to get them to sit down. This would also help them to start approaching the situation calmly.

Don't get angry! Remind them that you want to help and would need their cooperation to get that done.

3 Don't Take It Personally

Most of the customers you'll need to resolve issues with won't be friends or acquaintances.

Yes, some customers or clients can get negative and take it personally, but you shouldn't respond with anger. Understand that you're the face of your company at that point.

Remember, not everyone has control over their emotions and their anger. Keeping this in mind may help you handle the case better.

4 You Don't Need to Handle It Immediately

There are some issues you'll need to address at a later time because you'll need to decide where you or the customer got it wrong.

Yes, you can be wrong and it's okay to admit it to your customer.

If you promise to call back at a certain time, or send a reply, try to fulfill your promise.

Give the customer an outline of all the steps you'll take to resolve the issue.

It's not necessarily about how fast the problem is solved, but the importance of preventing the problem from repeating itself in future.

5 Allow Them to Get It All Out

When you're dealing with a difficult customer, you don't want to interrupt them. They'd take it that you don't care or understand the point they're trying to make. Even if this is a problem that comes up frequently, you should allow them to rant as much as they want.

A good way to quickly close a recurring query is listening to all they have to say, pointing them to similar cases you've handled and explaining how you'll use that experience to solve theirs.

You may actually understand what the problem is, but difficult customers want to vent and it's okay to give them the opportunity.

6 Don't Tell Them They're Wrong

Unless the case is so serious it results in a legal tussle, you shouldn't tell the customer they are wrong. Yes, they may not always be right, but no one wants to hear that part.

Difficult customers love attention and it's your job to give it to them in a professional manner.

Don't try to justify your point, you'll have the opportunity to state your views but don't make it an "I'm right and you're wrong" fight.

7 Try to Agree with Them

Deal with difficult customers by agreeing.

It's not always wise to use rational thinking in trying to explain things to a customer — even

though that's how it should be. A difficult customer doesn't want to feel like he's not making any sense, and this is where you can come in.

If it's possible for you to agree on something, even if it's just a point they made, do it.

Yes, it may not be your fault, maybe you're not fully in control of that aspect of the business, but they got that point right, so agree.

8 Ask for Their Help

Customers who've experienced poor customer service feel they know two things: the problem and the solution.

So ask for their help, let them tell you how they would want that issue solved. It will ease a lot of frustration immediately.

It may be something you've thought about already but when you've finally gotten it solved the customer would feel that they changed something about your business and got their voice heard.

And that's not bad for your business.

9 Have a Solution If Theirs Can't Work

Your customer may suggest a solution that's not in line with your policies. So you should always have a solution ready to solve the problem before facing a difficult customer.

The back and forth doesn't benefit you in any way so you should always look forward to that time when you get to repair the relationship.

That's the ideal end and solutions make that happen.

10 Know the Lines No One Should Cross

It's okay to use these tactics on very angry customers, even the ones that get verbally abusive. But if someone harms or threatens to harm you or your employees in any way, it's time to let security in on the issue.

Violence shouldn't be a way to handle a difficult customer situation and they can't get violent with you either.

That's one line everyone should respect. ●

Jon Clark is the founder of Fuze SEO, a boutique digital marketing company in New York. He writes regularly on SEO tactics, analytics and social media best practices. You can connect with him on LinkedIn or Twitter. When not working or writing, Jon enjoys documenting his travels on Instagram.

How Virtual DM Testing Cuts Costs, Delivers Results

Research shows that direct mail remains relevant and plays an important role in a multichannel mix. With the right strategy, it's a tentpole for other tactics, lifting them to higher response and conversion rates. DM can move the needle — and marketers can push it further.

And it's easier than some might think. Predictive technology can give marketers greater confidence with an edge in accuracy over traditional testing. Accelerated Insights (AI) is the first and only virtual before-market testing platform, and the results are hard to ignore.

AI statistically validates direct mail options before anything goes to press. Built on 40 years of experience in the channel, the platform ends speculation and guesswork to accurately predict results.

How It Works

The Accelerated Insights Simulator is a cloud-based application with secure access to results anytime. The virtual testing tells more than simply if an audience will respond — marketers will know what they'll respond to, what's important to them. AI virtually tests 1,200 versions for each of 20 cells, for 24,000 combinations. This along with a look-alike segment of the 3.2 million participants in AI's survey panel leads to the best [offer, message, imagery and format](#) that will inspire consumers to take action. With those in place users will know which combination to mail, and what results to expect. AI is reliable to within 97 percent of projections to give a competitive advantage that translates to increased ROI.

What It Takes

With the right tools, a mailing list can be a catalyst for revenue even when factoring in those who haven't purchased in some time. Likewise the tested content can be expansive, as more options will lead to more accurate results.

Create a test matrix of those 24,000 combinations with the attributes and variables to learn which are most effective. Based on this, the AI tool-set precisely predicts how high the lift in response will be over the control package. The technology buckets virtual respondents by standard demographics, and even psychographics to learn what variables will deliver [a deeper emotional connection with customers](#).

What To Expect

The right format, imagery, messaging and offers will make that deep connection. AI tests each factor and puts together the ideal package for the best response. Those results typically range from an 18–27 percent boost over the control package. Marketers will understand the key triggers that convince consumers to act — what they actually value and what they ignore.

Benefits start even before pieces enter the postal system. Since AI delivers valid results in 60 days, it cuts testing time by 75 percent from the 12 to 24 months it would take to run comparable A/B testing. This impacts costs, too, cutting as much as 90 percent from budgets. Add the improved ROI from a more effective package, and AI gives 10 times the insights at 10 percent of what marketers pay for traditional testing.

Add It Up

Accelerated Insights experts will help craft your piece with new, relevant formats and the perfect creative, without speculation and guesswork. Practical data combined with design innovation gives you an impactful piece and increased ROI.

AI helps find more customers, increase response rate and improve share-of-wallet. Mail smarter without mailing more, when science meets emotion.

To find out how to stand out in your customers' homes, [download our e-book](#), or [get in contact](#) with the Accelerated Insights team today. Learn more at bit.ly/accelerated-insights. ●

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Ask the DM Experts
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Bob Bentz on Mobile Marketing (Part 2)

Q. Clearly, all of us direct marketers need to keep enhancing our knowledge of mobile marketing and how to implement it successfully. Does one of your experts have some fresh insights on that score?

A. I was happy to have the opportunity to hear a talk by **Bob Bentz**, the author of the book *Relevance Raises Response: How to Engage and Acquire with Mobile Marketing* at the recent Integrate Conference at West Virginia University. Bob came up through the telecom industry and started his business, Advanced Telecom Services, in 1989. Since then he has expanded his sights to text message marketing, a dating business called Spark Network Services, and a recruitment business focused on attracting in-demand nurses and truck drivers via mobile. On his web site, www.bobbentz.com, Bob provides frequent updates on what's new with mobile.

In this second column based on Bob's comments, we'll explore what he has to say about social media and mobile advertising.

Social + Mobile

Clearly, top celebrities are cleaning up on social media. Bob reports that Kylie Jenner gets \$1 million for each social media post tagged to a brand. Selena Gomez's take is \$800K, and Kim Kardashian currently gets \$720K for a paid post. Here are some of Bob's hints for social media success:

- Shares and retweets matter — simple "likes" are not really important

"Video is the way mobile advertising is going because people will usually choose to watch an entertaining video over reading."

- Use social media posting tools — Bob sets up seven days of posts once a week on Sunday night to be released throughout the week
- Choose your social media handle carefully — "It becomes your tattoo," Bob says — "Make it something you can use all your life — part of your brand."
- Go to namechk.com and reserve all possible social media accounts with your handle.

Facebook facts from Bob:

- 2/3 of Facebook users visit daily
- They average eight visits per day
- They average 350+ friends

- The average business page has 90 "likes"
- Only 1.5–6% of your followers see a post on your business page, so you need to pay to get to your target group
- Click on the three dots at the upper right of an ad and you will see what Facebook knows about you (why you were targeted for this ad).

Mobile Advertising

Here are some of Bob's suggestions about this fast-growing area:

- With mobile advertising, we target people, not places – programmatically
- Geo-Targeting means no more wasted spend — only advertise to users within an area defined by zip code, radius, etc.
- Geo-Fencing can target just the wealthier zip codes, as an example, or just a college campus
- Geo-Conquesting determines where a mobile device has been and targets those customers based on that geography
- Demographic Targeting reaches only users who meet the chosen profile of age, education, income, or other factors
- Interest targeting reaches people with certain favorite pursuits
- Dayparting allows you to do something like targeting nurses working the night shift at local critical care facilities (for recruiting)
- Video is the way mobile advertising is going because people will usually choose to watch an entertaining video over reading
- 6- and 15-second pre-roll ads are popular forms on YouTube
- Mid-roll ads on YouTube are becoming more frequent. People have already engaged with the video and now they must watch the ad to see the video return.
- No fancy equipment necessary — you can shoot a 6-second video with your mobile phone. ●



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"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.

Your 2019 Marketing Planning Guide



By Sarah Mannone

Reprinted from target-marketingmag.com

It's time. Sure, we're getting results on our 2018 marketing plans — but many of 2019's most successful campaigns are being planned now.

When we work with our clients to plan for the upcoming year, we divide the work into four distinct steps, all of which contribute to the creation of a comprehensive, month-by-month, channel-specific plan. This plan is designed to be a strategic guiding light; its details can be easily updated throughout the year based on campaign performance, business needs and unforeseen changes in the market, but its structure remains consistent and serves to give the whole marketing team a clear view of the components of any given campaign.

Here are the steps we take for a smooth annual marketing planning strategy process.

Revisit Your Buyer Personas

Brainstorming new campaigns is the fun part, but before we dream big, we must ground ourselves in the people who matter most: our audience, our consumers, the people to whom our communications (ideally) speak.

Have your buyer personas changed in the past year? Have their needs shifted? Are they facing new challenges? Do they have different goals?

Perhaps your own industry has seen some change. Does this affect your competitive landscape or the messages your customers might be hearing from your competitors?

Now — before you're committed to a concrete strategy — is the time to revisit and update your buyer personas. The insights you gain from this exercise will shape your brainstorming for the better.

Learn From 2018

The year is not over yet, but you've got plenty of data to work with. Look at the first three quarters of 2018 and ask yourself: what went wrong, what went right and what could have been better?

Lean on data during this step. How did your digital ads actually perform? What was your



trade show ROI? How much traffic did the content on your website drive?

Then, go back to your buyer personas. With their present challenges and opportunities fresh in your mind, think about which channels are best to connect with them.

You'll use your findings from this year and insights about your buyer personas to adjust your channel strategy for next year, if needed.

Document Your Objectives

You can probably reel off your marketing goals in your sleep: increase brand awareness, grow repeat customer business, generate leads. But what are your marketing objectives, the specific conditions you need to meet in order to reach your goals?

I think of objectives as the essential building blocks that, once met, add up to a successfully achieved goal. For example, if my goal is to increase brand awareness, a good objective might be to attain 1,000 net new social media followers by a specific date. The date is key — almost all of us work better under deadline!

Break down your goals into concrete objectives. These objectives will make clear where you need to invest your time and energy, and which channels make sense for you to focus on.

Don't just name your objectives; document them. Write them in stone, talk about them internally, and set up the accountability mechanisms necessary to keep them on the front burner all year long.

Marketing Planning by Channel

Here's where the brainstorming finally comes in — and the plan comes together.

Prioritizing the needs of your buyer personas and keeping in mind the things you learned from past efforts, imagine the campaigns that will help you achieve your marketing objectives. If you're working with an agency, this is the part where they go away with all of your data and come back with concepts for content and creative. If you're handling things in-house, my advice at this point is to think big — you can always scale back later.

When we map out a client's marketing communications plan, we do so by channel, and we break down the

activities in each channel by quarter and by month. Typically, we include the following channels, although in practice these might look different for different industries and clients.

- Direct Marketing
- Print Advertising
- Digital Advertising
- Website/Blog
- Workshops/Webinars
- Social Media
- Content Offers
- Public Relations
- Trade shows/Events
- Internal Communications

For small to mid-size companies, we might create one plan that documents all of the company's marketing communications. For larger companies or companies with several verticals, we'll create a plan for each product, brand or even campaign.

Mapping campaigns by channel across an entire year allows you to recognize patterns and synergies you might not have seen otherwise. It also helps to ensure that everyone on your team is on the same page about what's happening when, shifting more of your time from reactive, surprise deadline work to proactive, strategic work. ●

Sarah Mannone is VP of client services at multichannel marketing firm, TREKK, Inc. She works with clients to develop strategic marketing plans and craft measurable programs that span print, web, social and mobile. Sarah can be reached at smannone@trekk.com.



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