



adMarks

Chicago's Multichannel
Response Marketing Community

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2018 Annual Meeting Celebrates Imagination

CADM hosted our 63rd Annual Meeting on Tuesday, August 21 at Relax@Club2, 1130 S. Michigan Avenue in Chicago.

Thank you to **Kryl & Company** who generously sponsored the event.

In addition to recognizing and thanking our CADM Sponsors and Volunteers, our 2018–2019 Board of Directors slate was announced and unanimously approved. Everyone had the opportunity to meet our new Board and welcome our new Association Management Company, Glatz Management Services. *(Read more about our management team on pages 4–5.)*

Our keynote speaker was **Lily Harder**, VP of Research, Mintel Comperamedia. She presented “Reimagining Direct Marketing for 2020,” which illustrated the growing consumer demand for a combination of traditional and digital communications as well as a unique customer experience.



Please see page 2 for further remarks by CADM President **Rosann Bartle**. She recaps the Annual Meeting, shares upcoming social and networking events and describes how by **Facing the Future Together** we can continue to strengthen CADM and its mission and value. ●

CADM MEET-UP

ENJOY Beer and Conversation

Thursday Sept. 27 • 5:30 – 8:00 pm • Westwood Tavern
1385 Meacham Road, Schaumburg • See page 3 for details

The Problem with Email Follow-Up Techniques



By Jeff Molander

Reprinted from
TargetMarketingMag.com
See more at bit.ly/2NXWq6W

Most sales follow-up emails fail to earn replies, let alone start conversations. Do your

email follow-up techniques try to convince prospects to take an action? That’s a trap. Instead, your prospect should convince themselves to take action.

There are three problems with 98% of email follow-up techniques I see cross my desk. Failing follow-up messages are usually:

1. *Templates that never get delivered.* The email follow-up technique uses phrases that are easily removed by spam filters!
2. *Scaring prospects off* because messages feel like a spammy campaign.
3. *Trying to “add value”* in ways that posture and persuade.

Persuasion is the devil. Especially in sales prospecting email messages. If a prospect truly believed your solution might potentially double productivity — or increase revenue by 30% — would they delete your message thinking, “I don’t have time”? No. They would make time.

When a prospect deletes your email thinking “I don’t have time,” they actually mean “This isn’t worth my time.” Because you tried to convince them; just like all the others before you.

Instead, help prospects feel an urge to consider if you are worth their time — avoid trying to convince them you are!

Whether you’re using the “bubble up” follow-up technique — or one of the other popular email follow-up templates — stop! Keep reading for what to do instead.

CADM Mission Statement

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

2018–19 Leadership Team

PRESIDENT

Rosann Bartle, DRUM Agency

VICE PRESIDENT

Tom Byrne, Byrne Direct Marketing

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Suzy Jackson

SECRETARY

Zachary Kieltyka, FCB

IMMEDIATE PAST PRESIDENT

Josh Blacksmith, FCB

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Lawrence Benjamin, Oakton College

Casey Gold, SCOUT Marketing

Betsy Harman, Feed The Children

Marisa Marinelli, Quad/Graphics

Brad Rukstales, Cogensia

Adrian Tumati, CBD Marketing

David Young, FCB

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Chris Glatz,

Glatz Management Services, Inc.

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Facing the Future Together

As we begin the new CADM calendar year, I want to thank all of our members, volunteers, and sponsors who help make this year such a success. A special thank you goes out to our Board Members and Past Presidents. Without their commitment and dedication, we would not have had such a successful outcome.

If you didn't have the opportunity to attend the Annual Meeting on August 21st, here is a brief recap and what we have planned for 2018-19.

- We have a full **Board of Directors** this year. Many past board members are returning and we have some new faces that are eager to bring fresh ideas and new programming events. You can learn a little bit more about each one of them on pages 4–5.
- A big thank you also goes out to **Lily Harder**, VP for Research, Mintel, Comperamedia. She gave a wonderful presentation on “Reimagining Direct Marketing for 2020.”
- I'm also excited about our new association management company, **Glatz Management Services, Inc. (GMS)**. **Chris Glatz**, President, **Amanda Mehrbrodt**, Account Executive, and **Sue Thorpe**, Staff Accountant, will be the administrative team who will be supporting CADM. They are going to be an excellent addition to the CADM Board. See more about GMS on page 5.

The stage is set for a successful year.

I am pleased to report that your association is debt free and financially sound. And the plan is to continue this upward momentum. We need to build on key pillars of our organization that helped us get to this point: **Education, Networking and Tempo Awards**.

Education will be a big focus for us this year. **Larry Benjamin** has already begun working on building a program that can replicate the success that other associations such as The Kansas City Direct Marketing Association have seen over the years.

A strong Education program, a robust Networking calendar and increased awareness of the Tempo Awards will help us reach another goal for this year: increasing our membership by 5%. We want to attract young marketing professionals who are looking for an organization where they can learn and meet other leaders in the marketing community. CADM can be that organization. It was in the past and it can be again.

Our **Events** calendar is starting to fill up. September 27th is our Meet-up in Schaumburg at the Westwood Tavern. And on Thursday, October 25, we will have our first Networking Event. Kenny Haas will present “Award Yourself,” on how to prepare an effective award entry. See the Calendar on page 3 and Events at cadm.org for more information.

And, if you have not yet renewed your 2018–2019 **CADM membership**, simply log onto cadm.org, and choose “Renew My CADM Membership” under the menu.

So what can you do to help CADM?

Volunteer! You don't have to head up a committee but you can volunteer your time, your ideas, and your leadership in many ways. You may have a friend who isn't a member but wants to get involved. Bring them to a meeting. The more the merrier!

As I mentioned earlier, we could not have made it through this year without a dedicated Board and our member volunteers. So it seemed appropriate that this year our theme is *Facing the Future Together* — because when we work together, great things happen!

Rosann Bartle,
President, CADM

Rosann Bartle is 2018–2019 CADM President and SVP, Executive Creative Director at DRUM Agency. Send questions or comments via rosann.bartle@drumagency.com

September

- 27 CADM Meet-up**
 5:30 – 8:00 p.m.
 Westwood Tavern, 1385 N. Meacham Road in Schaumburg
 Come meet and network with fellow multichannel response marketers. Spark ideas, business relationships and career growth in an informal setting. Hosted appetizers, cash bar.
- Free for Members**
 \$20 for Non-members
- Students save 10%. Enter Discount Code CADMSTUDENT at checkout.
- See CADM.org under the Programming tab to Networking Events to see further details.

October

- 25 Networking Event/Membership Meeting**
 5:30 – 8:00 p.m.
 Location TBD
- “Award Yourself” — as the 2019 award season approaches, join us and Kenny Haas to learn how you can optimize your entries and “award yourself” and your team for all your hard work.
- Free for Members**
 \$40 for Non-members
- Students save 10%. Enter Discount Code CADMSTUDENT at checkout.
- Please go to cadm.org, under the Programming tab to Networking Events to see further details.



Renew Your CADM Membership Now!

It's not too late to renew your membership to ensure you don't miss out on the best networking, programming, inside info, and trends in the multichannel response marketing industry.

Don't lose your adMarks!

See cadm.org/membership.

CADM sparks ideas, business relationships, and career growth

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CADM 2018–2019 Board of Directors

OFFICERS

**Josh Blacksmith***Immediate Past President*

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, and Anheuser Busch. He was 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. Josh served as CADM President in 2016–17.

Rosann Bartle
President

Rosann is an award winning SVP, Executive Creative Director at Drum Agency. 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 has served as CADM Director since 2015, served as 2016–17 Education Director, and led the promotion design team for the 2015 and 2016 Tempo Awards. Elected as 2017–18 Vice President, she served as Acting CADM President since January 2018.

**Tom Byrne***Vice President*

Tom is Managing Director of Byrne Direct Marketing, providing integrated direct response consulting and project management services and quantitative,

market research, strategic, and financial services. Prior employers include Kobs Gregory Passavant, Signature Group (now GE Financial Assurance), CNA Insurance, and Spiegel. Tom earned his B.A. from Creighton University and M.B.A. from Northwestern University. He served on the CADM Board as Networking Director in 2016–17 and as Treasurer in 2017–18.

**Suzy Jackson***Treasurer*

Suzy has over 20 years of experience successfully innovating, modernizing and growing CRM programs for clients including

Allstate, American Home Shield, McDonald's, Hallmark, Walt Disney, San Diego Zoo, and many more. She has worked at several prominent Chicago agencies, including Leo Burnett, Draft FCB and Epsilon. Suzy believes in a collaborative approach and her creative repertoire includes direct mail, email, digital, social, print, branded content and web videos. She also chaired the 2018 Tempo Awards.

Zachary Kieltkya*Secretary*

A Management Director at FCB Global for the last three years, Zachary has worked across numerous verticals and client groups including Kellogg's, Discover Card, Hard Rock Brands International, PACCAR Parts and Buick/ GMC. He has always been intrigued by what causes changes in behavior, and it continues to motivate him. Zachary earned his bachelor's degree at the University of Michigan, and served as CADM 2017–18 Secretary.



DIRECTORS

**Larry Benjamin***Education Director*

Larry has over 37 years' experience marketing and selling products and services via multiple channels including online, direct

mail, and direct selling. He has worked in B2C and B2B markets, from technology to animal health products. The only constant through his career has been a drive for growth, a relentless pursuit of improvement and a continuous quest for knowledge.

David Young*Membership Director*

David is VP, Management Director at FCB Global. With over 15 years of experience, David has worked with numerous Fortune



100 clients, and has had the opportunity to grow businesses through integrated relationships in a wide range of disciplines: experience design, performance marketing, content and product marketing, e-commerce, and digital strategy.

**Casey Gold***Marketing Director*

Casey is a marketing strategist with a commitment to achieving meaningful work through creating, learning and growing from unique projects. He has worked at Firebone, Meridian Health Plan, CAHG and Abelson Taylor. Casey is a graduate of Columbia College Chicago and was recognized as a CADM Emerging Leader in 2017, and named CADM Volunteer of the Year in 2018 for his leadership with social media and Tempo Awards.

Betsy Harman*Direct From The Heart Director*

Betsy is Director, Donor Cultivation for Feeding America, the nation's largest domestic hunger relief organization. She was self-employed for eight years at Harman Interactive and has also worked with innovation4Media, Chicago Public Radio, KUOW Public Radio, and the Muscular Dystrophy Association Washington Chapter. Betsy graduated with honors from the University of Colorado Boulder. She currently serves as a Director of CADM's Direct From The Heart and was honored as a 2017 Susan Kryl Silver Marketer.

**Marisa Marinelli****McCaffrey***Sponsorship/Advertising Director*

Marisa is a Sales Executive, Direct Marketing at Quad/ Graphics. Prior to joining Quad, Marisa was employed as an Account Manager at Vertis Communications. She served on the Direct Marketing Association Detroit's Board of Directors from 2012–14, and chaired CADM's Tempo Awards in 2015 and 2016. In 2015, she was recognized as CADM's Natalie P. Holmes Volunteer of the Year. Marisa earned her B.S. in Marketing from Oakland University, and MBA from Wayne State University.



Adrian Tumiaty
Tempo Awards Director

Adrian is the Senior Digital Producer for CBD Marketing where he oversees the digital production process. As a client champion within all integrated channels, he strives to foster both internal and external relationships in a sincere, meaningful and profitable way. His specialties include on-line and mobile branding, and user experience.

Brad Rukstales
Networking Director



Brad started and leads the Customer Asset Consulting Group (CAC Group). He has built Cogensia, a division of CAC Group, into a powerhouse marketing firm with all of the capabilities needed for companies such as CenturyLink, Applebee's, and Morton's The Steakhouse to implement data-driven marketing. Previously, he held the position of Chief Operating Officer at Infoworks, RAPP's analytic division. ●

Welcome Glatz Management Services

After several years as Executive Administrator for CADM, **Glenda Sharp** has decided to retire. Her dedication and commitment to CADM has been remarkable. We were very fortunate to work with someone like Glenda. She kept everything running smoothly, and we will miss her can-do spirit. We wish Glenda all the best in her new life chapter.

Filling Glenda's shoes was no easy task. After more than five months interviewing candidates, CADM announced our new association management company, **Glatz Management Services, Inc. (GMS)** who officially started August 1st.

Chris Glatz, President, started her business 26 years ago. Her experience includes serving as a Board member for several professional organizations.

When Chris resigned from her professional career and her related association involvement to spend more time at home with her daughter, she saw a need for professional administrative support for local organizations and local chapters of national organizations. Starting with one association, her business expanded slowly and steadily. After thirteen years working out of her home, Glatz Management Services was incorporated in 2004 and relocated to its current location in Frankfort, Illinois.

It's only been a month since we've been working with GMS, but we feel confident that they will be a great resource for CADM. Our immediate contact is **Amanda Mehrbrodt**, Account Executive, and we will have additional support from **Sue Thorpe**, Staff Accountant, and from Chris Glatz during the on-boarding process. ●

Our GMS team (top to bottom): Chris Glatz, Amanda Mehrbrodt, and Sue Thorpe.



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< | The Problem with Email Follow-Up Techniques *(continued from page 1)*

Your Strategy Drives the Email Follow-Up Technique

Let your outbound email strategy drive your follow-up technique. The three options are:

1. **Tailored:** you conduct research on a specific person or company and craft multiple, highly-personalized messages to the decision-maker
2. **Targeted:** segment contacts based on similar characteristics and develop messages that focus on broad priorities, issues or challenges, and
3. **Templated:** create cut-and-paste, mass marketing style templates about your solution and blast messages out to everyone on a list.

The third approach is not recommended in an integrated sales context.

With a tailored (one-to-one, personalized email) approach, your email follow-up technique demands personalization. If it's not personalized to the CEO, VP or Director level decision-maker, it's instantly seen as cut-and-pasted spammy junk.

Below is an example of how to apply primary research you've conducted in a follow-up context. This tends to earn higher response rates — mainly as it proves you are not cutting-and-pasting templates to C-level decision-makers!

Hi, George.

I'm noticing how you developed an enterprise energy management program delivering \$2.65 million in 3-year energy savings to an ABC Corp. facility. Amazing.

Did you see my message below? Sorry to nag.

Mary

Notice above how the first line describes Mary's observation about George. She made this observation using primary research on George, who is one of 50 key account targets she has for the quarter. Notice also how this email follow-up technique is repeatable — so long as Mary has other research observations to use.

This provides a highly customized, personalized feel to the follow-up. It's not spammy, it's not a template!

Tailored follow-up techniques are best used with higher lifetime value (LTV)/average

contract value (ACV) customers. This kind of email follow-up technique is also best when targeting hundreds of conversations over the course of a year — as opposed to thousands.

Targeted follow-up techniques cannot use personalization, given the one-to-many (thousands) nature. A targeted technique is best used for lower LTV/ACV customers and when targeting thousands of conversations. Effective targeted follow-up messages often use geography, industry and industry-based issues to strengthen relevancy. This gives the message a less spammy, more focused feel.

"The moment your emails feel like part of a mass emailed sequence? You're done. It's over. You get marked as spam. Not to mention not getting replied to or opening a conversation."

Avoid Making Follow-Ups Feel Campaign-Like

Robo-calls and robo-emails are becoming increasingly ineffective. If your tailored (one-to-one) and/or targeted (one-to-many) message feels like part of a campaign, you're sunk. This is another reason why follow-up techniques fail to earn response.

Human beings don't delete email anymore. We junk/spam bin it. Think about your own behavior. We mark inbound solicitation email as spam when we don't want to see it again. Following-up using push tactics risks customers marking your email as spam.

The moment your emails feel like part of a mass emailed sequence? You're done. It's over. You get marked as spam. Not to mention not getting replied to or opening a conversation.

People generally opt in to receive marketing newsletters. But no one chooses to get cold emails. Cold emails arrive without context. Think about it: If you opted into marketing emails, you generally expect to receive information. You attended a webinar, for example. You already have some context as to who this company is.

People sending cold emails don't have this advantage.

A cold email is the first time the recipient is ever hearing about you or your company. Plus, you haven't yet earned their trust or attention.

This simple fact is vital to appreciate and act on when designing your follow-up technique.

Avoid 'Adding Value'

We hear a lot about "adding value" when writing follow-ups in sales outreach. Theory behind this technique is simple: Each message adds value to the prospect (or you don't send it!) This tactic is all about helping prospects feel an urge to respond — by providing valuable new information. But in practice the "add value" technique encourages you to work against yourself.

This tactic usually results in pushing information at prospects. Even if information you're putting into email follow-ups IS truly valuable, you are pushing it. You're trying to persuade rather than amplifying the provocation within your original message.

Think about it: If your first email didn't provoke the prospect why would you think follow-on messages would? Here's the challenge.

Push is push, value or no value. When you try to add value in every follow-up message, 90% of the time it comes across as pushing information at prospects, with three results that work against you:

1. It lengthens your message
2. It gives a feel of your prospect being subscribed to a marketing list — like they've been subscribed to a list without opting in, and
3. It risks getting your email marked as spam.

Bottom line: Think twice about "adding value." You might be adding yourself to the spam bin.

Avoid Follow-Up Spam Trigger Words

Use of spam filter trigger words (such as "bubbling up") is a no-no. Even if you pass the technical spam wall you'll get deleted by the human being you're trying to converse with.

Others include:

- "I reached out to you"
- "I had written to you"
- "Bubble up" or "Bubbling up"
- "Just wanted to circle back"
- "I imagine your inbox gets filled"
- "Wanted to follow-up"
- "I was hoping to introduce my"
- "Following up from my previous"
- "I know you are busy"
- "I've been trying to reach/get ahold of you"
- "Just reaching out to see"

Karen Gillick, Past CADM Director, Dies at Age 74

CADM has learned of the August 1 passing of **Karen Gillick**, 74, a long-time CADM member and leader. Karen was very active in the CADM and the direct marketing industry prior to her retirement to Florida at age 50. She was a director of the association and for several years planned the association's speaker programs, tapping contacts she knew from her executive recruiting agency, Karen Gillick and Associates.

"Karen was responsible for finding, mentoring and recruiting many women and men who would become marketing leaders.... She became a long-time friend to many of us."

Karen wrote a regular column in *Crain's Business Publications* and was a regular speaker at direct marketing events around the world.

Karen "grew up" in direct marketing as the daughter of **Bob Stone**, one of the great thought leaders in direct marketing in the 20th Century and the original author of the book *Successful Direct Marketing Methods*.

Notes CADM Past-President, **Ron Jacobs** (Jacobs & Clevenger and Bob Stones' co-author), "Karen was great networker at a time when direct and data-driven marketing were growing in use by the Fortune 500. Karen was responsible for finding, mentoring and recruiting many women and men who would become marketing leaders at clients and agencies. She became a long-time friend to many of us."

Karen retired to Ft. Lauderdale, where she was an avid golfer and hospital volunteer. Karen enjoyed travel and especially delighted in cruises to locales ranging from Alaska to the Greek Islands. She took great joy from her lifelong friendships and family relationships. ●

Most sales follow-up emails fail to earn replies because they struggle to convince prospects to take an action. Instead, your prospect should *convince themselves* to take action.

When a prospect deletes your email thinking "I don't have time," they actually mean "This isn't worth my time." Instead, help prospects feel an urge to consider if you are worth their time — avoid trying to convince them you are! ●

Jeff Molander is the authority on making social media sell. He co-founded what became the Google Affiliate Network and Performics Inc., where he built the sales team. As founder of Communications Edge Inc. (formerly Molander & Associates Inc.) Jeff is a master of effective prospecting communications techniques. He is author of the first social selling book, Off the Hook Marketing: How to Make Social Media Sell for You. Jeff is a sales communications coach and creator of the Spark Selling technique — a means to spark more conversations with customers "from cold," speeding them toward qualification. He can be reached at jeff@jeffmolander.com.

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Art Direction Craft	Sony Rewards "Love, Sony" Holiday Campaign	1st Place	Merkle	Sony
Art Direction Craft	"Show Stopper" – Posters for Jacobs & Clevenger Anniversary Celebration	2nd Place	Jacobs & Clevenger	Jacobs & Clevenger
Automotive Sector	"Big Sweep" – Integrated Marketing Campaign for HERE	1st Place	Jacobs & Clevenger	Chrysler Group HERE
Automotive Sector	AAA Baby Boomer Campaign	2nd Place	Coming of Age	AAA
Best Acquisition Campaign	Happy Bar Birthday!	1st Place	American Bar Association	American Bar Association
Best Acquisition Campaign	Hope for Haitians 2016/2017 Donation Package	2nd Place	Diamond Marketing	Hope For Haitians
Best Loyalty/Retention Campaign	BP Pump 'N Play	1st Place	Epsilon Agency	BP
Best Loyalty/Retention Campaign	TRP All-Makes, All-Month Promotional Event (Latin American and Mexican Markets)	2nd Place	FCB	PACCAR Parts
Branded Website Channel	onPeak Corporate Website	1st Place	onPeak	onPeak
Branded Website Channel	"The Rest is Easy" – Serta Microsite	2nd Place	Jacobs & Clevenger	Serta
Campaign Microsite	Online Customers support and self-service experience	1st Place	FCB Chicago	Cox Communications
Copywriting Craft	"Sleeper Hold" – Copy for Sertalnsider Newsletter	1st Place	Jacobs & Clevenger	Serta
Copywriting Craft	PBA Website: – Copywriting	2nd Place	AbelsonTaylor	Avanir Pharmaceuticals
Direct Mail Channel	Cornell Dubilier Electronics Engineering Kit	1st Place	Davis Harrison Dion	Cornell Dubilier Electronics
Direct Mail Channel	"Power to the People" – Appliance Service Plans for Consumers Energy	2nd Place	Jacobs & Clevenger	Consumers Energy
Direct Mail under \$250K	Champion Windows	1st Place	Epsilon	Champion Windows
Direct Mail under \$250K	"Smile" – Humana Direct Mail Test Campaign	2nd Place	Jacobs & Clevenger	Humana
Email Channel	BP Pump 'N Play	1st Place	Epsilon Agency	BP
Email Channel	Peterbilt and Kenworth Infographic & Trivia Campaign	2nd Place	FCB	PACCAR Parts
Experiential Channel	St. Germain	1st Place	Epsilon	St. Germain
Experiential Channel	Whirlpool Corporation at PCBC 2017	2nd Place	CBD Marketing	Whirlpool Corporation
Financial Services Sector	Edward Jones – Social Security	1st Place	Merkle	Edward D. Jones
Financial Services Sector	"Say Hello" – Integrated Marketing Campaign for Jack Henry's Voice Bill Pay	2nd Place	Jacobs & Clevenger	iPay Solutions
Home Services Sector	American Home Shield "Abandon Cart Email Series"	1st Place	Epsilon	American Home Shield
Not-For-Profit Sector	Hope for Haitians 2016/2017 Donation Package	1st Place	Diamond Marketing	Hope For Haitians
Not-For-Profit Sector	"Rewrite The Story"	2nd Place	A Willing Participant, Inc.	Orlando Sentinel
Past Presidents Future Forward	Houlihan's Customer-Centric Marketing	1st Place	Cogensia	Houlihan's
Past Presidents Future Forward	TRP All-Makes, All-March Promotional Campaign	2nd Place	FCB	PACCAR Parts
Pharma &/Or Healthcare Sector	PBA Info Website: Healthcare Marketing	1st Place	AbelsonTaylor	Avanir Pharmaceuticals
Pharma &/Or Healthcare Sector	Humana Maximize Your Benefit Cross-Channel Campaign	2nd Place	Coming of Age	Humana
Search & Display Channel	TRP All-Makes, All-March Promotional Campaign	1st Place	FCB	PACCAR Parts
Social Media/Content Channel	Cox Ultimate 300 mbps High-Speed Internet Online Video Campaign	1st Place	FCB Chicago	Cox Communications
Social Media/Content Channel	ReadyRefresh Weather Social	2nd Place	Merkle	Nestlé Waters North America

2018 Tempo Awards Honor Top Marketing Talent



On Thursday, June 21, CADM hosted Chicago's top marketing and creative talent at its annual **Tempo Awards Ceremony**. Tempo committee chair **Susy Jackson** welcomed 130 guests to the **Alhambra Palace Restaurant**, a lively venue to celebrate 2018's best multichannel response marketing work.

Designed to generate measurable results from target audiences, the work is recognized for raising the bar in terms of strategy, creativity, innovation and results. The judging categories included web sites, direct mail, e-mail, experience, loyalty/retention marketing, and social media, and for the first time also recognized craft categories in art direction and copywriting.

Congratulations to all the companies who submitted entries, the countless volunteers and judges who contributed to an outstanding evening of networking and inspiration, and our Tempo Sponsors — Accudata, Continental Envelope, Digital People, Epsilon, General Marketing Solutions, InnerWorkings, Japs Olson, SG360, and Viso Graphic.

Janet Barker-Evans, Epsilon, received the prestigious **Charles S. Downs "Response Marketer of the Year" Award**.

Bob Vevang of Convier Collective and **Jay Weinberg** of The Jay Group were honored as the **Susan Kryl "Silver Marketers."**

The **EL (Emerging Leaders)** recognized were **Ashley Mayer** of JJR Marketing and **Jihane Bouchareb**, Enova.

Jacqueline Camacho-Ruiz of JJR Marketing was named **Pat Wheelless Mentor of the Year**.

Casey Gold was celebrated as **Natalie P. Holmes Volunteer of the Year**. ●

Visit cadm.org/Tempo-Awards for the full list of Winners and our Facebook page for more Tempo photos.



(Above) **Charles S. Downs** Chicago Direct Response Marketer of the Year, **Janet Barker-Evans** of Epsilon, with 2017 recipient **Pradeep Kumar**.



(At right) Emerging Leader **Ashley Mayer** of JJR Marketing.



(L to R) Kryl Award recipient **Jay Weinberg**; **Pat Wheelless Mentor of the Year** **Jacqueline Camacho-Ruiz** of JJR Marketing; Emerging Leader **Jihane Bouchareb** of Enova International.

Susan Kryl Silver Marketer Award recipient **Bob Vevang** of Convier Collective with **Adam Vevang**.



(At right) Representatives of Epsilon and BP receive their 1st place trophy for Best Loyalty/Retention Campaign.





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

Who's More Connected: The Customer or the Company?

Q. I understand that this spring's RACOM IMC Roundtable — sponsored by the Midwest Marketing Education Foundation — focused on Artificial Intelligence and related topics. Can you share some of what you learned?

A. Happy to! I was very impressed by the wisdom shared by **Rebecca Leder**, who works in Customer Journeys at Salesforce.com. Her talk focused on "The Hybrid Mind: Inform, Connect, Empower with Emerging Tech." She shared seven trends that are impacting today's businesses. She organized them in three segments: Business initiatives, customers they benefit, and consumer/B2B examples.

TREND 1: Predictive Business Initiatives

These initiatives benefit customers by providing them with convenience. How? "Predictive intelligence informs sales rep activities to make decisions on at risk customers or those who have higher opportunity." It also allows for timely and appropriate product recommendations online.

TREND 2 – Sensory Business Initiatives

These initiatives benefit customers by providing them with accessibility. For example, "Beacons trigger mobile app push messaging when you enter the geofence such as at Walgreens." Other examples are "voice-activated commands at home, in vehicle," and "touch ID/facial recognition computer login or photo tagging." Accessible Google Maps are yet another facet of sensory business.

TREND 3: Responsive/Flexible Initiatives

These initiatives benefit customers by providing them with mobility. Tap-to-pay apps and wearables are two examples.

TREND 4: Operational/Distributive Initiatives

These initiatives benefit customers by providing them with on-demand delivery. Examples are Amazon Dash, Prime Now, and Uber/Lyft. Rebecca dubs these initiatives as part of the "now economy."

TREND 5: Customer Service-Oriented Initiatives

These initiatives benefit customers by providing them with opportunities to provide feedback and interact socially. As Rebecca explains, "Chatbots provide Q&A support for an efficient, human-like experience. Social listening identifies top customer service needs".

TREND 6: Directional Initiatives

These initiatives benefit customers by providing them with navigation and ease of use. Rebecca notes that "Google Maps preemptively plug in a frequent location when you're nearby with distance and directions."

TREND 7: Social/Relationship Driven Initiatives

These initiatives benefit customers by providing them with interactive and "human" experiences. Examples would include knowledge bases and communities. Rebecca mentions that "Legal/professional name change requests through Facebook messenger (are) quicker than traditional customer service channels".

Because she was addressing an audience with many professors, Rebecca also explained how these trends impact students. They may benefit from using virtual assistance in various forms including chatbots, and online tutors and advisors. With the continued growth of online learning, students can log in for learning on demand instead of being constrained by specific classroom times and places. Rebecca predicts that as the Internet of Things develops, students will enjoy more and more options for accessing material in ways that suit their own learning styles and preferences.

Also appearing with Rebecca was **Samantha Adams Becker**, President at SAB Creative and Consulting and Futurist in Residence at Penn State. Continuing the theme of new paths to student learning, Samantha profiled the Personalized Adaptive Study Success (PASS) project at Open University Australia (OUA). As she explained, "(PASS) is aimed at helping students identify learning pathways. Embedded in OUA's online learning environment and support systems, PASS analyzes data from customer relationship management systems, learning management systems, and curriculum profiles to provide recommendations via customizable dashboard. In addition to tracking student performance, the dashboard recommends activities, predicts course mastery, and provides dynamic content recommendations." ●

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Interactive Content vs. Purposeful Conversations with Text Messaging

By Nupur Markara

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Interactive content has been touted as the future of storytelling for marketing. But consider putting the human in interactive content, transforming the experience to purposeful conversation with text messaging.

SnapApp defines interactive content as “Content that requires the participants’ active engagement — more than simply reading or watching. In return for that engagement, participants receive real-time, hyper-relevant results they care about.”

This sounds pretty wonderful when compared to the self-serving, static content and irrelevant emails that so many brands push out.

You may think of quizzes, assessments, ROI calculators, and dynamic infographics when the concept of interactive content comes up. And when done well, those do fit SnapApp’s definition.

But they are still, for the most part, one-way content. There’s an end date to the engagement. Once you’ve taken the quiz and learned which is your spirit animal, you’re not likely to take it again. Its value has been played out.

Purposeful Conversations Require Back and Forth

A conversation is an active exchange of ideas. This infers more than one participant. And it also allows for a following of those ideas to hone in on what’s meaningful to someone.

Relevance is a prerequisite for a continuing conversation. And businesses need to have the flexibility when communicating to adapt to what their prospects and customers want to talk about.

Your boutique may have a special on boots, but if your customer is interested in tennis shoes, your conversation will be short lived.

However, if you can let your customers steer the conversation to their interests while still being responsive, you have a huge opportunity to continue the conversation.

Keywords Enable Purposeful Conversations

Advanced text messaging platforms enable businesses to use keywords to allow prospects and customers to initiate conversations. But you can also initiate conversations with them by giving them choices.



[Please note: In the conversations below, the blue boxes represent automated conversation, and the gold boxes represent 1:1 conversation.]

Taking the example above about footwear, you could invite a conversation by texting and asking your customers to respond with a keyword that identifies what they’re interested in:

SENT

Hi Sherry. We’ve got great new arrivals in shoes. Text **BOOTS**, **HEELS**, **SNEAKERS** or **FLATS** to 567890 and we’ll show you the new styles. – Fancy Footwear

When Sherry texts back **SNEAKERS**, you know exactly what to send her next.

SENT

Great! Here are 3 new pairs of sneakers that can be dressed up or down so you stay comfy all day. <personal url> Reply **HELP** for questions. – Fancy Footwear

Sherry receives your text, clicks the link, and looks at the shoes.

RECEIVED

HELP

Once Sherry replies with **HELP**, an alert is sent to the staff at FancyFootwear so they can step in and respond. But your automated message flow buys you time by triggering a response.

SENT

Hi Sherry, How can we help?
 – Fancy Footwear

RECEIVED

Do the blue sneakers run true to size? I’m an 8, but sometimes with sneakers I need a 7-1/2

SENT

Hi Sherry, They run true to size. I’d recommend you order size 8. We also have free returns, if you need to exchange for another size. – Molly, Fancy Footwear

RECEIVED

Thanks! Buying them now!

Gain the Advantages of Text Messaging Conversations

The advantage of using text messages to create purposeful conversations is that they motivate inquiry and action relevant to your customer.

In the series above:

- The first message activated a customer to let the store know what type of shoes interested her
- The second message motivated Sherry to go look at the new inventory of sneakers
- She got her question answered quickly, which removed the doubt she had about making a purchase
- The store made a sale that may not have otherwise happened

If you want to have more purposeful conversations with your customers, try automated text messaging that alerts you when to step in and keep the conversation flowing. ●

Nupur Maskara is a Content Manager at SMS-Magic, a leading expert in designing and delivering advanced messaging solutions company that seamlessly integrates with popular CRM platforms. Nupur continuously interacts with clients to understand how they use texting for marketing, sales, and service. Contact Nupur through sms-magic.com or at [linkedin.com/in/nupur-maskara](https://www.linkedin.com/in/nupur-maskara).



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