



Chicago's Multichannel
Response Marketing Community

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2018

VOL. 24 • ISSUE NO. 10 • DECEMBER '18

adMarks is printed by
SG360
Wheeling, IL

Artificial Intelligence for Real Marketers

The CADM January 29 Membership Meeting will feature a networking event with Jim Carey from Northwestern IMC, focusing on *Artificial Intelligence for RealMarketers and What Clients and Agencies Should Start Doing Now*. Here is a preview:

We've been talking about AI for decades. But most of that has been just talk.

Now, developments across several technologies (deep learning, natural language processing, cloud storage and others) have made widespread AI applications inevitable.

As data-driven marketers, we're used to applying new tools to old problems. AI is another (very powerful) tool set. Serious AI is already happening in many industries, and in other parts of the world. We are all already using AI-powered applications every day.

JANUARY MEMBERSHIP MEETING

What: Artificial Intelligence for Real Marketers: What Clients and Agencies Should Start Doing Now

When: Tuesday, January 29, 2019
5:30 p.m. – 8:00 p.m.

Where: FCB
875 N. Michigan Ave., Chicago

Fee: FREE for Members
\$40 for Non-Members

Registration: Visit www.cadm.org/Events

Our discussion will help you get started in understanding this, and help you think about how you can prosper in an AI-driven world.

So what is AI? How can it impact your business? And (more importantly) your career? How should you start to prepare for it?

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TUESDAY, JANUARY 1

Tempo Portal Opens!

And Save the Date! Tempo Awards Gala — Thursday, June 20, 2019

5 Phrases to Banish from Your Copywriting (and What to Replace Them With)



By Logan Mayville

Reprinted from
ducttapemarketing.com

See more at bit.ly/2SV4Z55

As marketers, we're all doing basically one of two things:

1. Writing with the intent to sell something. Maybe it's a product description in an e-commerce store, maybe it's a landing page trying to generate a lead, or maybe it's a blog post (like this one!) that's trying to sell you an idea.

or 2. Writing phrases and clichés that turn off our audience.

The point of copywriting to make somebody feel something, and cause an action. You've likely seen tons of examples of emotions at

work in copywriting — for example:

- **Fear** – Fear of Missing Out (FOM) is a common motivator for companies marketing to Millennials.
- **Pity** – Look no further than the success of the ASPCA commercial featuring Sarah McLachlan. Or don't.
- **Hope** – Nothing gets somebody to open their wallet faster than the hope of fixing his problem.

Making our audience feel something by using emotional triggers in our copy helps us sell. But what you don't want your audience to feel is annoyance, or worse, outright anger, that you wasted their time.

➤ 4

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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adMarks

(ISSN# 1083-611X)

(USPS # 13036)

is published monthly except combined issues of april/may and august/september by CADM

20960 S. Frankfort Square Road, Suite B
Frankfort, IL 60423
312.849.CADM (2236)

www.cadm.org

Periodical postage paid in Frankfort, Illinois

Postmaster: Send address changes to
adMarks c/o CADM
20960 S. Frankfort Square Road, Suite B
Frankfort, IL 60423

Each CADM member receives a copy of
adMarks as a member benefit.

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A Call for 2019 Sponsorships!

Thank you for your continued support of CADM! As Director of Sponsorships and Advertising, I have been on the CADM board for 3 years supporting our growth and involvement with CADM. It has been a great experience getting to know our members, and establishing many new business relationships along the way.

Since 1955, CADM has been passionate about the power of one-to-one marketing, and has continued to challenge the status quo and elevate our discipline as technology and consumer behavior evolves. As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth. We are excited for 2019 and look forward to expanding our membership, events and education opportunities.

Please continue to support CADM and the direct marketing industry through a CADM corporate sponsorship. It's a great way for your company to gain exposure with the Chicago Marketing community — and you will also be supporting the future growth of CADM. Here is a quick overview of our corporate sponsorship packages:

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<ul style="list-style-type: none"> • 2 Memberships • Ad in 10 Issues of <i>adMarks</i> • Logo on CADM Website, Emails and Blog • <i>adMarks</i> Content • Recognition at All Events • Opportunity to Host/ Present at an Event or Webinar • 2 Tempo Gala Tickets • 5 Tempo Entries • 2 CADM Webinars • 2 Registrations for CADM Education Courses 	<ul style="list-style-type: none"> • 2 Memberships • Ad in 10 Issues of <i>adMarks</i> • Logo on CADM Website, Emails and Blog • <i>adMarks</i> Content • Recognition at All Events • Opportunity to Host/ Present a Webinar • 2 Tempo Gala Tickets • 2 CADM Webinars 	<ul style="list-style-type: none"> • 2 Memberships • Ad in 3 Issues of <i>adMarks</i> • Logo on CADM Website, Emails and Blog • <i>adMarks</i> Content • Recognition at All Events • 2 Tempo Gala Tickets • 2 CADM Webinars

Sponsors receive all the benefits of membership plus more. Sponsorship opportunities include: Tempo sponsorships, event sponsorships throughout the year, advertising opportunities in *adMarks*, and the additional corporate sponsorship perks as shown above. We can also customize a package for your organization based on what works best for you.

Please contact me if you are interested in becoming a sponsor!

Sincerely,

Marisa Marinelli McCaffrey

CADM Director Sponsorship/Advertising

Marisa Marinelli McCaffrey is a Board Member and Chair of the CADM Sponsorship/Advertising Committee. You can reach her at 312.601.7797 or by email at mmccaffrey@qg.com.

January

1 **Tempo Awards Entry Portal Opens**

The CADM Tempo Awards honor Chicago's finest multichannel response marketing work and professionals. The Tempo Awards is open to any marketer, agency or company in the Chicago area and beyond who produced multi-channel marketing work/campaigns between October 1, 2017 and December 31, 2018. **The Tempo Awards Gala** will be held June 20, 2019.

Visit cadm.org/tempo-awards

29 **Membership Meeting**

5:30 – 8:00 p.m.

Location: FCB, 875 N. Michigan Ave., Chicago

Jim Carey, 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.

April

TBD **Membership Meeting**

Fiona Blades, President and Chief Experience Officer of Mesh Experience will present "Experience Driven Marketing."

5:30 – 8:00 p.m.

Location: Cogensia, 100 W Hillcrest Blvd #406, Schaumburg, with a simulcast in Chicago

Free for Members: \$40 for Non-members

< | **Artificial Intelligence for Real Marketers**

(continued from page 1)

In our session, we'll start with some basic definitions, and expand to a practical discussion about what you need to think about, and how to prepare.

Among our discussion topics:

- How is AI different from what we use today?
- Where is AI being applied now, and what can we learn from that?
- What can Chicago businesses — often successful global businesses that succeeded in the pre-digital age — do to adapt?
- What skills will become more important in the age of AI? Which will go the way of the slide rule (look it up)?
- And, maybe, how can AI help us be better people?

There's a lot to cover, and we look forward to your contributions. It should be fun and enlightening! ●

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5 Phrases to Banish from Your Copywriting *(continued from page 1)*

The marketing industry is producing more online content than ever, and there will be more tomorrow! If you want to stand out, do your audience a favor by respecting their time and intelligence by banishing the following clichés and filler phrases:

1. “Industry leader, industry-leading”

You can find this phrase on a huge percentage of About pages for companies everywhere. It usually reads something like this:

“With more than 20 years of experience, [Company X] is an industry-leader in [X industry]...”

Yawn...

Not only is this a self-centered way to introduce your company or brand to a web visitor generous enough to grant you a click, it tells him nothing about your company. Why should he care if your call your company an “industry leader?” Does that mean lower prices or better service?

This phrase contains no value, is hyperbolic, and its ubiquity means it’s become a complete throwaway phrase.

Replace with: The reason your company is a leader in the industry!

Does your product or service help start-ups get to market faster? Explain that with a numerical anchor. Does your company have a mission it’s trying to accomplish? Lead with that, but make sure to write it in context of the audience.

2. “Relatable”

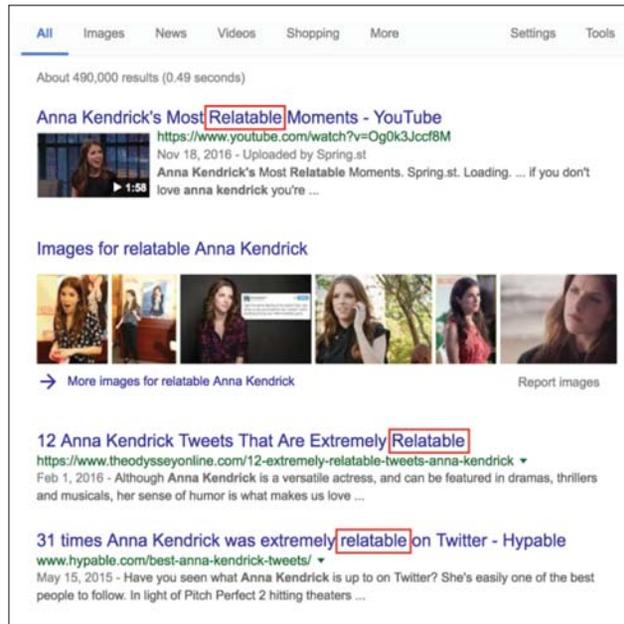
This phrase has gained massive popularity for the past several years as a standalone adjective. For example, take a look at the Google search results page shown above.

We get it — Anna Kendrick is adorable and quirky; just like all millennials, right!? Insert eyeroll here.

The word *relatable* causes us to skip out on all the wonderful adjectives available to describe the person more accurately and paint a picture for the audience.

It’s worth noting, however, that “relatable” has become fodder for click bait headlines — it might be able to get you that click, but at what cost to your reputation?

Replace with: A description of the quality that makes the person relatable to a specific audience or niche.



3. “Actually/Basically/Seriously/Really”

Ah yes, conjunctive adverbs — possibly the only thing worse than regular adverbs. When somebody uses one of these words he’s usually trying to establish a tone, emphasize a point, or create humor. There’s nothing wrong with that so long as it doesn’t come at the expense of your audience’s patience or your own credibility.

If you have more than three of these words in an 800-word blog post, you should go back and drop the grammar hammer before publishing your draft.

Replace with: A fact that proves the emphasis.

For example:

“I’m basically/seriously/really broke.”

Becomes:

“I’m broke — my bank account is in the single digits.”

4. “In order to”

This phrase is an example of needlessly adding words to a sentence — 90% of the time, you don’t need “in order” to get your point across. I’ve singled out this phrase because I see it used far too often.

Replace with: This is an easy one — just use “to” instead.

5. “In today’s world”

If you’re looking for a quick way to waste screen space and sound old-fashioned at the same time, look no further than this tired qualifier.

For the record, we’re all aware of what year it is, and you’re probably reading this on a smartphone! Unless you’re directly comparing some part of modern civilization to Mesopotamia, you’re better off omitting this altogether. Synonymous and equally useless phrases include: in modern society, in today’s fast-paced world, etc.

Replace with: Consider omitting entirely or restructuring your sentence. What is the point of comparing to the past? Is it relevant to your argument or persuasive to your readers? If not, just get to your point.

BONUS ROUND – Filler Phrases Galore

The filler phrase — helping high school students achieve word count since word processing was invented. Once you reach a certain level of clientele, filler phrases become the bane of your existence.

Every filler phrase, which says nothing, is an excuse for your reader to get bored and leave your site. Here are a few examples:

- “For all intents and purposes”
- “With that in mind”
- “The fact of the matter is”
- “When all’s said and done”

These words literally mean nothing. People include them in their writing because they feel they enhance the flow and readability of an article, but what they do instead is to make it sound like you have nothing of substance to say.

Be extremely cautious with filler phrases.

Replace with: NOTHING! Eschew filler phrases completely — your audience will thank you.

Are there strict right or wrong ways to judge copywriting for your business? Of course not — if it works, go with it. Cormac McCarthy, considered one of the greatest American authors, is noted for his lack of punctuation.

The difference between Cormac McCarthy and your business, however, is that when somebody is reading his writing, they’ve already bought what he’s selling. ●

Logan Mayville is a content strategist with bonus skills in copywriting, SEO, and digital marketing. He partners with clients who share his strategic, analytical, and creative style. Connect with him on loganmayville.com, Twitter (@Mayvillian) or LinkedIn.

10 Tips for Your Career in Marketing



By Ruth P. Stevens

Reprinted from
targetmarketingmag.com

Having been happily self-employed for half my marketing career, I hesitate to give career advice. But when asked, I have plenty of opinions to share on how to grow and thrive as a marketing professional. These are tips for your career in marketing that I wish someone had shared with me years ago. This subject came up for me as I was interviewed by Jim Obermayer of the Sales Lead Management Association recently on "Five Lessons in Business and Life." In conversation with Jim, I enjoyed looking back on my professional life and drawing some conclusions. Delighted to share herewith.

- 1 **Start your career in a small company,** where you can make small mistakes, and get broad exposure to a variety of sales and marketing functions.
- 2 **Fail fast.** The Silicon Valley folks are right about that. If you find yourself in a dead-end job, or in a culture where you don't fit, don't wait around hoping it will get better. Be proactive and make a change.

- 3 **Make friends in business.** Your business connections will serve you well over time, not only for career purposes, but also for your emotional and social life. Invest in friendships.
- 4 **Don't make enemies.** Life is too short. And the world is getting smaller every day. You don't need the aggravation. Reach out and repair broken bridges, no matter how old they may be.
- 5 **Embrace data.** Learn the new technologies. This is an area you can't dismiss.
- 6 **Make testing a regular part of your marketing practice.** It's so easy these days, there's no excuse. You can test subject lines and from lines in email, and offers and headlines in landing pages. The payoff is worth the effort.
- 7 **Connect with people you admire.** I am not saying "get a mentor." That might be too formal. But select someone who's career or thinking impresses you. Send an admiring email. At the very least, it's a generous gesture.
- 8 **Join professional associations,** and become active on committees and advisory groups. My colleague Mary Teahan tells me that the opportunity to judge the Echo Awards every year keeps her up to date on marketing thinking, and provides her with a trove of useful case studies.

- 9 **Try moving into B2B.** OK, I am biased. But B2B is simply more fun than consumer marketing. It's bigger, more complex, more challenging, and just as engaging. In fact, B2B marketers are united by a kind of tribal mentality that makes a great community.
- 10 **Think like an investor.** Marketing can no longer live on brand awareness. It's all about tangible, revenue-related results. So, you need to focus on marketing efforts designed to deliver a demonstrable ROI. ●

A version of this article appeared in Biznology, the digital marketing blog.

Ruth P. Stevens consults on customer acquisition and retention, and teaches marketing at business schools in the U.S. and abroad. Ruth was named one of the 100 Most Influential People in Business Marketing by Crain's BtoB. She is the author of Maximizing Lead Generation: The Complete Guide for B2B Marketers, and also blogs at Biznology and TargetMarketingMag.com. Ruth serves as director of EdmundOptics, Inc., and has held senior marketing positions at Time Warner, Ziff-Davis, and IBM; and holds an MBA from Columbia University. You can email her at ruth@ruthstevens.com, or visit her website, www.ruthstevens.com.

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Next Generation Segmentation: Forget Marketing to Millennials: Part 2



By Acadia Otlowski

Reprinted from hipb2b.com

Last month we talked about how segmenting your leads to find “millennials” might be a little misguided.

Again, millennials are generally defined as those born 1981–1996, (so 22–37 years old.) We looked at how diverse a demographic they actually are, but that at the same time there are some overarching themes that unite them: In addition to digital fluency and a common history, millennials are also the most educated generation thus far.

High Education

Most millennials grew up with the idea that to get a good job they needed a higher level of education. Earlier millennials were just starting college when the economy crashed in 2008 and many struggled to enter the job market when they graduated.

Keep their higher education in mind when crafting content. Write to their reading level, but ensure you don’t sound pretentious. Millennials don’t want to be talked down to or told what to do by a brand. They want to connect to your brand only if it seems human and authentic.

Now here are some areas where all millennials are *not* the same. In these categories, some millennials will be more like their Gen X and Baby Boomer counterparts.

These are the most valuable places to segment your audience, especially when you are marketing to other businesses. These are the things that matter to your clients professionally and will influence their business decisions.

Job Title

This is key. You want to target the stakeholders who can help make buying decisions.

There are people of many ages in managerial and executive roles. Learn who they are and what they like. Learn what matters to them, regardless if they are 60 or they are 24.

Learn what someone with their job title does during the day. You can literally ask them about this, to get a better idea of who your customers are as people.

Income and Debt

This information might be somewhat hard to get simply by asking. After all, people are still wary about giving out information about their income and they are even less likely to answer you about their debt.

But millennials between the ages of 25 and 34 owe an average balance of \$21,000 each.

While not all millennials have debt, it’s safe to assume that many of them do. You can estimate their income by a combination of their job title and age.

How does that play into B2B?

You can find out what drives them. These are the factors that push them in their professional and personal lives, to accept the promotions, to succeed in their roles at work.

Company Size

Since this piece of information isn’t too personal, you shouldn’t have a hard time finding it. Figure out where your best customers work and see if there’s a trend in company size.

Company size gives you critical information about how purchasing decisions are made. This is especially important when it comes to using ABM and CRM software.

Determine the average company size of your current customers and use it to target new customers in the future. Chances are, this will inform the type of content you should create. Does your offering only appeal to small business? Maybe it works for both small and medium.

Use this knowledge to guide both your content and segmentation.

So, forget marketing to millennials. This up-and-coming group may just be entering the workforce, but they are so diverse that it is a mistake to treat them as a unit solely because of their age.

Instead, focus on what really matters. Understand that there are certain things you can determine about millennials and segmentation based solely on their age, and that there are things you can’t determine.

Some millennials have the same demographic characteristics as their 50-year-old coworkers. Others have more in common with college students than the rest. Figuring out these differences teaches you how to handle the largest generation in the workforce, which is going to be a driving force in 2018 and for many years to come. ●

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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Some job postings stand out from the rest — and it often has a lot to do with how an employer presents themselves to candidates. With CADM and the Marketing Career Network, you can increase visibility and reinforce your brand by putting one of our job posting enhancements to work.

Be sure that your next open position gets the face time it deserves with CADM and the Marketing Career Network!

CADM.org/careers



“BEHIND THE AWARDS” PANEL DISCUSSION 10.25.18

3 Tips from the Pros for Entering (and Winning!) Award Shows

On October 25, 2018, CADM hosted “Behind the Awards,” a panel discussion. Members and guests attended the event at Relax@ Club 2, 1130 S. Michigan Avenue (thank you Susan Kryl) and the event was sponsored by Schwab Group (thank you to Brad Schwab.)

Panelists (l to r in photo at right) included:

- **Brad Schwab**, Principal Schwab Group and Six-year Ringmaster of the Tempo Awards
- **Brad Rukstales**, CEO Cogensia
- **Steve Steger**, Creative Director, DRUM Agency
- **Jovita Quintela**, Management Director, FCB Global
- **Brian Jones**, Creative Director, Jacobs & Clevenger

Suzy Jackson, Merkle, was moderator.

It was a lively discussion and many interesting points were made. Three key take-aways rose to the top and were reiterated throughout the discussion:

1. Awards entries are great morale boosters for agency teams and relationship builders for some clients. In addition to the tangible benefits of winning shiny trophies, the panel discussed how uplifting it can be to rally your team around your best work. It’s gratifying to receive recognition for the hard work that goes into great work. Same goes for client partners who have shared in the good fight — it’s great to come together for that moment in the spotlight.

2. You must craft a good story. The panelists agreed, a well-written entry is key. They suggest making it concise and to the point, making sure it answers the criteria and being certain you have compelling results to pay it all off.



3. If you are going to enter, commit. If you go for it, go big. Refine your entry. Strategize your entry categories. Be creative in how you present the work. Video entries are on the rise: rather than a flat PDF, videos can help relay the experience of opening the package.

Pro tips from both judges and winners!

This advice will come in handy soon. The **Tempo Awards** entry portal opens January 1, 2019. So mark your calendars and start thinking about those winning campaigns! ●

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. ●

The State of Advertising as Seen Through the Eyes of a Direct Marketer

By Ted Grigg

Reprinted from dmcgresults.com

See more at bit.ly/2F5WYw

For years, I've seen direct response TV advertisements that sell everything from vacuum cleaners and kitchen utensils to jewelry. Direct marketing newspaper, magazine and direct mail advertising now typically omit response coupons in favor of toll-free phone numbers and landing pages. Even the Internet has embraced the direct marketing strategy.

But this type of direct response advertising pales in comparison to the volume of advertising that creates awareness or positioning advertising in all channels (except perhaps the Internet).

I've always wondered why that was.

Perhaps it is the budget accountability required with the practice of direct response that does not appeal to agencies or some CMOs. Even today's social media craze requires little in the way of accountability for the effort and budget spent to maintain it. Awareness and positioning advertising strategies make sense, as does social media. But how much of your budget should you allocate to these approaches if you do not connect them to sales?

I think those budgets get easily out of control.

On the other hand, direct marketing strategies are nowhere near their zenith in the marketplace. That may be because most advertisers do not understand database marketing and direct marketing well enough to leverage their incredible moneymaking power.

Here's what I see as a direct marketing strategist when I look at the whole of advertising.

1. Poorly understood direct response strategies.
2. An unhealthy attraction to anything that appears new.
3. A lack of respect for the importance of the company's customer and inquiry databases.
4. A predilection to approve ever larger marketing budgets without requiring quantifiable proof that they achieve corporate sales goals.

The fundamental principle underlying all advertising is its ability to acquire new customers and retain existing ones at an acceptable cost.

Here are a few examples of how direct marketing campaigns require accountability for results to survive.

Direct Response TV (or DRTV) advertisements must meet an *allowable cost per sale*. Successful DRTV advertisers test many spots against each other. They also check the CPS (Cost Per Sale) results by the local station on a minute to minute and day to day basis. DRTV schedules expand or shorten based on actual sales results.

"The fundamental principle underlying all advertising is its ability to acquire new customers and retain existing ones at an acceptable cost."

Besides DRTV, you've seen hundreds of direct mail pieces in your mailbox. There are direct response postcards that offer a free phone if you sign up now for a 2-year mobile contract. Others push Internet subscription services with 90 days free for a one-year subscription. These postcards usually contain big headlines and a couple of paragraphs of copy.

Other mailers come in the form of the classic #10 envelope package with long letter copy, a brochure and a personalized response form. A/B split test results should determine the control format used by an advertiser.

Again, *these results are evaluated based on an allowable cost per sale or cost per lead*. Yet many small and large advertisers cannot answer "Yes" to most, if any of these questions.

1. Are you *testing* offers, mailing lists, and other media to establish winners?
2. Are you *tracking response* by customer, by offer and by medium?
3. Are you using broadcast and print as awareness builders? If so, have you considered converting some of your brand or positioning advertising to direct response?
4. Are you giving proper results *attribution* to all channels in making a given sale? For example, did SEO or your direct mail piece take the prospect to your e-commerce website to buy your product? Are you tracking all leads and sales based on an offer? Does your DRTV offer

differ from the one made in your direct mail piece when they are run concurrently?

5. Do you have an *allowable CPS or CPL* (Cost Per Lead)? Many large advertisers cannot answer this basic question.

6. Are you testing and evaluating costs per sale for all available channels such as online, direct mail, DRTV, DRradio, print and so on regularly?

Advertisers sell through many channels and make various offers. But does this qualify them as direct marketing? No, it doesn't. They could dramatically increase their ROI by applying all direct marketing strategies.

One of the most important strategies is A/B split testing, regardless of channel. It is also the most underused direct response tool. Why is that so?

I think many advertisers do not test because they have not developed an allowable CPS or some similarly quantified evaluation tool. Either that or they do not understand the critical importance of incremental improvement that drives successful marketing programs.

Once your evaluation tool is firmly established, then take every opportunity to test the following items across all channels. This represents a partial list:

- New offers
- New channels
- New mailing lists and target markets
- A variety of direct mail package formats
- Different creative approaches
- DRTV spot lengths

Over time, your best channel and creative execution will weaken. Don't get caught dead in the water with marketing approaches that no longer work. Aggressively test to stay on top of your game. ●

Ted Grigg brings the advantage of having worked on both the agency and client side of direct marketing, and spearheading successful campaigns in multiple industries including technology, telecommunications, finance, retail, insurance, health care, fundraising, transportation, hospitality, entertainment and travel.

Ted has written a number of articles and conducted seminars on marketing techniques. Call Ted directly at 972-459-6868 or check him out at www.linkedin.com/in/tedgrigg.

Why Page Speed Matters for Google Ads



By Phil Frost

Reprinted from
TargetingMarketingMag.com
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Imagine for a moment your friend just told you about an amazing supplement that boosts productivity because it helps you stay alert and focused. You can't wait to get your hands on it because you've been struggling with your concentration, which has caused your productivity to plummet.

The problem is that you don't recall the name of the supplement. You type into Google's search bar, "supplement for productivity."

You still don't recognize any of the names, but decide to click on the first result to see if it could be the one. The landing page for that brand's supplement loads excruciatingly slowly.

You can't stand waiting, so you hit the back button and decide to click on the second result. Bam. The landing page loads nearly instantly and you decide to go ahead with the purchase.

What you may not have realized is that the first two links you clicked were Google ads. The first click made the advertiser lose money, while the second one made that advertiser money.

Missed Opportunities with Slow Landing Pages

This is an example of how landing page speed is critical to the success of your Google ads.

Google Ads continues to be an effective way to promote products and services. Billions of searches are performed each day on Google, which means there are billions of opportunities to sell your products and services.

Every click someone makes on one of your Google ads is an opportunity for you to make or lose money. Don't let landing page speed be the reason you lose money.

Is Your Landing Page Speed A Problem?

There are many tools available that you can use to test the speed of your landing page. One is GTMetrix.

This tool not only gives you a letter grade for your page, but it will then tell you how to fix it.

For example, when I entered in a page URL, I discovered I could improve the site speed by doing the following:

- Add Expires headers
- Use a Content Delivery Network (CDN)
- Make fewer HTTP requests

- Reduce DNS lookups
- Use cookie-free domains

These fixes are to load your page faster on desktop devices. But what about mobile?

Mobile Site Speed Is Just as Important

As the title states, mobile site speed matters for Google Ads. The reason is many people are more likely to use a mobile device rather than a desktop to search Google. You may be surprised to know that mobile device searches surpassed desktop searches 3 years ago, and the number of mobile searches are only increasing.

Chances are, many people clicking on your Google Ads are on a smartphone or tablet. That brings me to the next tool to use — PageSpeed Insights.

PageSpeed Insights by Google provides information on the speed of your page for mobile and desktop as well as what needs to be fixed to boost the speed.

Some of the recommendations from this tool are to:

- Reduce server response time
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Leverage browser caching
- Optimize images

This tool even shows how to fix these issues. Just click on the "Show How to fix" hyperlink.

Conclusion

If people have to wait for a website page to load, they will likely go back to Google's search results and click on the next one. This costs you money because with Google ads you pay each time someone clicks on your ad. Plus, over time Google will lower your quality score due to slow loading pages, which means you'll have to pay more and more per click to keep advertising.

To make sure your landing pages load fast, use GTMetrix and PageSpeed Insights, and get your pages up to speed. ●

Phil Frost is Founder and COO of Main Street ROI. Phil leads the company's operations and is primary creator of Main Street ROI's marketing training programs. He is an expert in search engine marketing, website analytics, and sales funnel optimization. Phil's marketing thought leadership has been published on Forbes.com, Inc.com, MSN.com, and many other major business media outlets.

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Understanding Gen Z: The Next Generation of Spenders

Q. We all know that Millennials are taking over as marketers' prime targets with their big numbers and even bigger spending power. But what about the generation coming along right after the Millennials — Gen Z?

A. **Kim Conrad**, a speaker at the **2018 Integrate Conference** at West Virginia University, provided some great insights into this up-and-coming generation of "Zs."

Kim is an Assistant Professor of Marketing at West Virginia Wesleyan College in Buchanan, West Virginia. She is working on her doctoral dissertation focused on Generation Z.

As a quick review, Kim went over the main generations of the last century, with a celebrity individual who represents each generation:

- Silent: born 1928-45 – James Earl Jones
- Boomers: born 1946-64 – Richard Gere
- Gen X: born 1965-80 – Jennifer Aniston
- Millennials: born 1981-96 – Adele
- Gen Z: born 1997-2010 – Jaden Smith

"Gen Z individuals...will be the most connected, educated and sophisticated generation in history. Indeed, they don't know life without smartphones."

Gen Z are the newest "adulting" cohort with buying power.

According to Kim, the following shared phenomena characterize the Zs:

- Smart phones
- Social media
- Terrorism
- Great recession
- Climate change
- WikiLeaks
- Asian Tsunami
- ISIS
- President Obama
- Marriage Equality

Z is the most diverse generation ever in the U.S. with 55% white and 45% all other races. They will be the last U.S. cohort with a white majority. Here are some more stats on Gen Z that Kim shared¹:

- 25% of US population
- \$44 billion in annual purchasing power
- \$200 billion due to influential power
- Estimated to be 40% of consumers by 2020
- Technology dependent

Kim reports that Gen Z individuals have a tiny eight-second attention span. They expect immediacy and want everything NOW. Catch their attention right away or they are gone. They're constantly multitasking. They consider themselves global citizens, social networkers, and technologically savvy. They will be the most connected, educated and sophisticated generation in history. Indeed, they don't know life without smartphones.

Gen Z, Kim says, reflects back to the baby boomers and the silent generation in that they are hard-working, independent, financially responsible, private, realistic, and conservative. Eighty-eight percent of the Zs plan to go to college. They appreciate diversity and equality and the brands that display these values in their marketing.

How to Reach Gen Z

The Generation Z path to purchase has several steps as outlined below by Kim:

Visibility (finding out) – They gain information through peer suggestions, websites, social media influencers, and unplanned store visits

Browsing – This takes place through organic SEO, Pay per Click, and website visits

Decision Making Reassurance – Examples here include comparison shopping, crowd-source opinions, review sites, and third-party blogs/websites

Price – The frugal Gen Z consumer does price comparison, looks for discounts, and frequents bargain sites

Show & Tell Fulfillment – connect with peers, social networks (this loops back and they are the social media influencers in visibility)

In the next issue of *adMarks*, we will continue with more Gen Z wisdom from Professor Conrad. ●

¹ Sources of demographic statistics: Budac (2015), Fromm & Read (2018), Google (2017)



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Mobile Wallet Vs. In-App Payment: Benefits And Boosting Customer Loyalty



By Amy Onorato

[Read more at bit.ly/2POK0CU](http://bit.ly/2POK0CU)

Mobile payment is becoming an increasingly popular way for consumers to shop, whether online, in-store, or through third-party apps.

Pew Research suggests more than 77 percent of Americans own a smartphone. And according to a 2016 study from BI Intelligence, in-store mobile payments are projected to hit \$128 billion by 2021.

The versatility and accessibility of mobile payment gives marketers new opportunities to engage with consumers in real-time, at different stages of the customer journey. Though mobile is its own unique medium, the experience itself is broken up into several different delivery channels, each with unique engagement potential.

Here is a breakdown of the different mobile payment channels, and how marketers can use them to increase conversion, improve customer experience, and foster loyalty.

Building Loyalty with Mobile Wallets

Mobile wallets are a way for consumers to store their credit or debit card information on a smart device. Major smartphone providers offer some iteration of a mobile wallet (Apple Pay, Google Pay, Samsung Pay). Many of the major banks, like Wells Fargo, Chase, Capital One, etc., also offer their own apps.

Along with credit card information, mobile wallets have the ability to aggregate and store coupons, discounts, rewards (points or miles), airline boarding passes, and loyalty card information, from participating retailers and financial institutions.

“Apple Wallet can store consumer loyalty cards that are living, breathing cards — rewards balances (points/miles) can be updated in real time via a loyalty API,” Jack Philbin, CEO, Vibes, said. “Specific CRM reminders can be sent via the wallet API — providing a much more engaging use case than simply having the physical card in your leather wallet — or the mini plastic card on your keychain.”

Philbin says marketers can benefit from utilizing mobile wallet functionality on the payment or “non-payment side.”

On the payment side: Retailers who participate in Apple Pay or Google Pay programs can charge customers directly from their mobile device in-store, at point-of-sale. This

can help curb long lines, and promote pay-on-the-go programs.

On the non-payment side: Customers have the ability to save and store coupons, discounts, and loyalty cards within their mobile wallet. Coupons and discounts can be offered with unique barcodes or QRs that can be redeemed in-store, right on their device. Loyalty programs can also be updated and triggered based on point accumulation, further fostering repeated use.

Philbin says the process provides marketers with greater transparency.

“Apple Wallet passes each have a unique barcode which allows marketers to track the redemption of each individual coupon,” Philbin said. “This is the ‘last mile’ that marketers have been waiting for — trackable conversion closes the loop for marketers and gives a direct look into ROI.”

Owned In-App Loyalty

The other way to do this is for a retailer to develop their own customer loyalty app. An owned app can provide the same functionality that a mobile wallet does, with the added benefit of fostering a direct brand connection with individual customers. Customers who download a specific brand’s standalone app can also be viewed as more valuable when it comes to engagement and retention.

Starbucks is a great example of a brand that’s doing this right. According to the eMarketer, Starbucks currently has more mobile payment users than Apple Wallet, Google Pay, and Samsung Pay (23.4 million, 22 million, 11.1 million, and 9.9 million users, respectively), and is projected to remain the leader of the mobile payment pack until 2022.

The Starbucks Rewards program offers app users the ability to upload currency straight to their app, which can be applied in-store, or for mobile ordering ahead (allowing customers to skip the line during in-store pickup). Each transaction yields rewards points, which can be redeemed for deals, like free coffee. Starbucks also offers Rewards members special discounts and coupons.

Amazon Go’s entire customer experience operates entirely through their owned mobile system. Customers simply “scan in” as they enter the store, and their entire shopping process is monitored, documented, and paid for through their Amazon account.

What to pay attention to here, is the incentive element. Starbucks is providing extra value

for consumers through a robust rewards program. Amazon Go is streamlining the entire grocery experience.

Mobile Wallets vs. In-App Loyalty

Providing enough incentive to retain customers through app downloads is easier said than done. Starbucks and Amazon Go succeed here because the products they offer are habitual — people typically buy coffee every day, for example.

But if you’re a retailer with loyal, but more infrequent, buyers, app retention may be a harder sell. This is where mobile wallet opportunities may present a better option to reach customers on an ongoing basis.

Is Blockchain the Future of Mobile Payment?

According to Deloitte, blockchain could pose new opportunities to further enhance loyalty and digital wallet payment programs by providing a more seamless and secure transaction that can be accessed in real-time.

“Through a trustless, decentralized technology solution, blockchain is centralizing the customer’s loyalty programs. Loyalty providers decide how and with whom the customer uses these rewards, but from a consumer perspective, his/her ability to access and manage them is practically frictionless.”

Melanie Mohr, CEO/founder, Yeay, a social media platform focused on Gen Z influencers, says they’re developing blockchain capabilities to reward users for providing product recommendations. The theory is that Gen Z influencers will be able to exchange WOM token (Word-of-Mouth tokens) for discounts and brand deals. Participating brands will benefit from the earned media opportunity.

“Especially now through blockchain, we can record word-of-mouth where it’s happening and we can make it transparent, traceable and therefore valuable for brands,” Mohr said.

“Let’s also remember that Gen Z is an incredibly tech-savvy generation,” Philbin said of the mobile payment appeal for younger consumers. “While Millennials remember playing solitaire, coming home to dial-up internet and using AOL; Gen Z was practically born with a phone in their hand.” ●

Amy Onorato is Managing Editor at DM News. She is a versatile journalist with experience in all forms of digital media; working as a business reporter, web producer and website manager. She can be reached at amy.onorato@dmnews.com.



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