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Response Marketing Community

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The Power of Positive Brand Experiences



By Fiona Blades,
President, Mesh Experience

Earlier in my career, I was the Planning Director of an Omnicom agency, Claydon Heeley, where I worked on brands like Mercedes-Benz.

Mercedes — now, there's a brand that has it all: name recognition, a high-end reputation, and top-notch advertising to boot. The commercial at the time featured a man in shiny convertible in the desert, swerving this way and that while chased by ominous storm clouds to the tune of Mein Herz Brennt by Rammstein. Adventure and intrigue, looks and performance: perfect for a luxury vehicle.

I could get plenty of market research on how the ads were working. But it wasn't enough; An advertisement is just a fraction of the larger story

FEBRUARY MEMBERSHIP MEETING

What: Fiona Blades on Experience-Driven Marketing
When: Tuesday, February 19, 2019
 5:30 p.m. – 8:00 p.m.
Where: Enova,
 175 W. Jackson Blvd., Chicago,
 and simulcast at Cogensia,
 100 W. Hillcrest Blvd., Schaumburg
Fee: FREE for Members
 \$40 for Non-Members
Registration: Visit www.cadm.org/Events

when it comes to brand experience. I take a very simple view of what a brand is. Brands exist in people's heads as a group of perceptions. What is important is HOW these brands are created. Brand growth, therefore, is driven by all experiences people have with brands. Their trip to the dealership, for example, or

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DON'T MISS YOUR NIGHT TO SHINE! Tempo Awards Entry Portal Closes March 8

See more on page 5 inside and at cadm.org

Consider the Buyer's Journey, Not Just the Channel



By Stephen H. Yu

*Reprinted from
TargetMarketingMag.com
See bit.ly/2H06XQz*

We are obviously living in a multichannel marketing environment, whether we are marketers or consumers. Every conceivable channel is being optimized for marketing, and in a capitalistic society, that is only natural.

Someone has to pay for the maintenance of media channels, and marketers want to reach their target audiences through them. Voila! Demand meets supply, and the whole ecosystem is in perpetual motion.

So much so that many marketing organizations are organized by key media channels.

The No. 1 reason many datasets are in silos? It is because data collected through different channels are hogged by the managers of those channels.

So the biggest hurdle towards a true 360-degree customer view is not the technology or lack of data, but the fact that interests of different channel managers do not meet in a common place, without heavy nudging from CEOs or CMOs. That is why I've been repeatedly saying that the first step towards proper data-readiness for advanced 1:1 marketing is the commitment from the top.

That being the reality, service providers — whether be data compilers, database designers, CRM experts, analytics experts or

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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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The CADM Community in a Digital World

As marketers, we know that building a community for our brands is key to increasing visibility, gaining trust, and increasing growth. But why should that stop with just our clients?

CADM's core values involve the idea of sparking ideas through networking with Chicago's multichannel response marketers. In an industry that is ever-evolving, and we get busier and busier, networking in person has become even more challenging. Digital communities are a way to bridge the gap between our networking events and continue the conversation.

CADM has a number of social channels offering a range of topics that will expand your knowledge in our ever-changing industry. We have a Facebook page, Twitter feed, LinkedIn group, and more recently, an Instagram account. Expanding into the digital space has been a key component for CADM's growth.

Our 2019 strategy is going to build on the momentum from last year and grow our followers on all of our social media outlets. The goal is to continue to share CADM and network updates and industry news to each account in a unique way that best resonates with those followers. We want our community members to look to CADM as the continued leader for industry information, learning opportunities, and to see all of the great work we are all accomplishing.

With that, we are asking for any articles you have written for your company, subjects you would like to look into in more depth, work you would like to elevate, or even job changes and promotions for your team members. Think of our social outlets as your voice to the larger community. Now, more than ever, is your chance to shine with your peers!

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Ignition is our mission.

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

Casey Gold, Digital Strategist at SCOUT Marketing, is a Board Member and Chair of the Marketing Committee. You can reach him by email at casey.gold@mac.com or at 847.989.3455.

February

19 Membership Meeting
Fiona Blades, President and Chief Experience Officer of Mesh Experience will discuss “Experience Driven Marketing.”
 5:30 – 8:00 p.m.
 Location: **Enova**, 175 West Jackson Blvd., Chicago and simulcast at **Cogensia**, 100 W Hillcrest Blvd., Schaumburg
Free for Members: \$40 for Non-members
 Please visit cadm.org/events for additional details

March

8 Tempo Awards Entries Portal Closes

June

20 Tempo Awards Gala
 When Chicago’s Marketing Stars Come Out. The CADM Tempo Awards honor Chicago’s finest multi-channel performance marketing work and professionals. It’s your moment in the spotlight along with the top ranks of our industry.
 6:00 – 9:00 p.m.
 Location: Alhambra Palace, 1240 W Randolph Street, Chicago
 Please visit cadm.org/events to register and for more details

NIGHT TO SHINE



Seeking Tempo Awards Judges

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

Judges must have experience in at least three of the awards categories.

Judging takes place in late March and April. It’s handled electronically, so volunteers judge at their convenience.

“Judging the Tempo Awards is the best way I know to keep abreast of cutting edge creative developments in all media,”
 said Tom Byrne of Byrne Direct Marketing.
“For me it has always been time well spent!”

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< I The Power of Positive Brand Experiences *(continued from page 1)*

noticing other drivers on the road — who may or may not be as easy-on-the-eyes as our advert’s actor. These are the everyday brand experiences that slip under the cracks, not to mention our consciousness, and more often than not go unmeasured.

It was this realization that led to me founding my company, MESH Experience. The principle was simple; If we could understand every single experience that someone had with Mercedes-Benz and its competitors — not just ATL (above-the-line) advertising — we could truly understand what was going on with our brand and make wiser marketing investments. We have developed an Experience Driven Marketing approach including evolved frameworks, models and metrics. Rather than look through a traditional marketing lens and measuring what we, as marketers, push out, we need to be permanently attuned to what real people are experiencing every day.

When I set up MESH, I realized that those of us in marketing and advertising today have too much knowledge to keep spending money on banner ads like it’s the 90s. The adage “all publicity is good publicity” has long been a dated notion. We know that negative publicity can do more harm than good, impacting even beyond the moment to curb future positivity towards ads and potentially wasting marketing dollars.

In today’s data-driven world, we can prove it, too.

Our research shows that positive brand experiences have triple the impact of even neutral ones. Think about that for a second in terms of value proposition: if you know how to create a positive experience, you can save 66% of your budget or alternatively, get triple the impact with the same marketing dollars you might spend otherwise.

For brands, creating positive experiences is well-worth the time it takes to switch gears. But in order to do so, they need to understand what is positive, why, and how context, daily details, and emotion plays into the larger picture.

So, let’s start with the basics: What makes a positive brand experience?

The answer isn’t clear cut, because it depends on so many factors — factors that the brand, or their agency, must understand. There are three main ones to look for: *proposition, placement, and context*. A brand’s message (proposition) influences how the consumer feels, as does where it’s stationed (the placement):

you’ll get different reactions on the train than you would near a supermarket, for example. As for context, look at it this way: a Monday morning experience will be totally different from the one you’ll have on Friday night.

In other words, our reactions to brands change with our environment, which are influenced by time and place.

“Positive and negative experiences alike have to be understood to get a holistic picture of your brand, and if content is king, context is most certainly queen.”

Examples of positive experiences include a website that’s easy to navigate, an aptly timed radio ad for that treat you’re craving, or a well-positioned product endorsement. And they aren’t always what you would expect they’d be — you don’t need James Bond sporting your latest product to get a boost. As an example, we saw a larger increase in brand consideration for LG when the brand was experienced through a retailer’s commercial than through its own TV advertisement. Effectively, the retail mention acted as an endorsement for the product. Knowing that an association between retailer and product is more positive than the product alone is illuminating and cost-effective insight that LG could most certainly leverage.

We already know that positivity is demonstrably powerful: for one of our clients, an increase in share of positive experiences resulted in more than a twofold increase in brand consideration the following month. This in turn should translate into a fantastic impact on sales. Once customers are converted to users, or even considered users, they tend to have even more positive experiences of that brand. This virtuous cycle is started and fueled by positivity.

Similarly, negative experiences need to be understood and avoided. According to research by the CMO Council, where an ad runs is just as important as what it says. 66% of those surveyed say their respect for brands decreases when they encounter ads near hateful, inappropriate or distressing content.

Negative brand experiences aren’t just damaging — they are contagious. Consider another piece of data: Americans tend to mention a good brand experience to an average of nine people, but will talk about a bad one to 16 people. If positive experiences yield triple the impact of neutral ones, on average, it seems

that negative ones could accomplish nearly double that impact in damage.

Notice a trend, here? Positive and negative experiences alike have to be understood to get a holistic picture of your brand, and if content is king, context is most certainly queen.

“Create a positive experience, not a negative one” may seem like an obvious goal, but it’s easier said than done. You need the research to back it up and defend it, both beforehand and after the fact.

This means measuring how people feel about your brand on a total experience level, rather than merely studying select ad campaigns and calling it a day.

Totality matters if you want accurate market research. While the proportion varies by category, we’ve found that paid media can account for as little as 26% of people’s experience with brands. What about the other 74%?

Luckily, there are many ways to measure people’s interactions with, and feelings about, brands. We think it’s best done in real time, because people are notoriously bad at reporting their emotions after the fact and tend to remember negative experiences more clearly than positive ones, so recall can easily skew data. For our purposes, online diaries have been extremely effective. When people record their real-world experiences and feelings as they unfold, it gives brands accurate insight into what they think and feel in the moment.

The key to unlocking your brand’s potential is in leveraging available resources — data, research, insights — to uncover what is positive and ultimately to triple the impact of your marketing spend. It puts us in our customers’ shoes and gives us control over our message.

Seen in this light, that Mercedes-Benz stuntman out-driving the storm is an apt analogy. In order to make smarter, more impactful decisions, an industry needs to stay ahead of the negatives, fuel positivity at every touchpoint, and stay agile — especially when the clouds roll in. ●

Following a career in marketing, advertising, and direct marketing, Fiona Blades founded MESH Experience and introduced innovative Real-time Experience Tracking, described by Harvard Business Review as “a new tool (that) radically improves marketing research.”

Fiona Blades headlines our Tuesday, February 19 Membership Meeting in Chicago, and simulcast in Schaumburg. Go to cadm.org/events for details.

NIGHT TO SHINE



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Consider the Buyer's Journey, Not Just the Channel *(continued from page 1)*

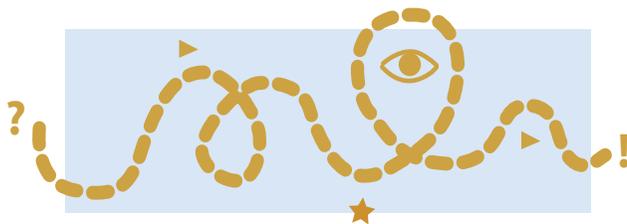
campaign specialists — must comply with the channel-centric environment, which is unfortunately the source of inadequate 1:1 targeting and personalization.

With all the technologies available today, why do you think that consumers keep getting similar or conflicting offers from the same organization? It's because each channel manager acts like she "owns" the names of buyers who touched "her" channel. Let's just say that is the exact opposite of customer-centric marketing.

Further, it gets even more complicated, as each channel exists not only on different plains, but on different spots on the timeline of customer journey.

What is customer journey? If I make a typical B2C engagement an example (because there are so many versions of this concept out there), it may follow these high-level steps:

1. Awareness
2. Interest
3. Trial
4. Repeat
5. Loyalty



"You may have to reverse the whole process, and see it from the timeline view first — and then assign proper channels to each stage."

If this were for B2B, we might consider "Decision" and "Action" as separate steps, but the general idea of a customer journey is not all that different. *[Editor's note: Also see "Where Marketing Automation Fits Into the Customer Journey," page 8].*

Now, the important point here is that these phases may or may not converge nicely with the "marketer's journey," which may look like:

1. Acquisition
2. Relationship Development

3. Retention
4. Win-back

Clearly, awareness and interest stages are closely related to acquisition; but after the purchase, we are moving into the CRM area from the marketer's point of view, where cross-sell/up-sell, value-based targeting, various retention and anti-churn prevention measures, and win-back efforts come into play. Some actions go way past repeat and loyalty stages from the buyer's side.

Now, add all the channels on top of this combination. No wonder there are lots of conflicts among channel managers. Who owns what stage of the game? Maybe that is just a wrong way to approach all of this.

Homework for Marketers

I'd say marketers should start with the customer's journey first. Not just in the name of customer-centric marketing, but for practical reasons, too. So, list five customer journey steps on the left-hand side on a piece of paper.

Then, let's write down proper marketer's effort categories, from acquisition to win-back.

Next to it, put down data assets and technologies that you have available for each stage. You will find that distinctly different types of data and technologies should be applied to each.

For instance, third-party data are important for acquisition and win-back stages, due to lack of behavioral and transaction data.

Conversely, to build proper cross-sell/up-sell, customer value or churn prevention models, you will need to use rich transaction and interaction history with your customers.

Then of course, technology that you need to employ would be different for each stage.

Then, only then, write down proper media channels that would be best utilized for each stage of your marketing efforts.

For example, in the acquisition stage, where only third-party data and non-transactional data are available, what would be the best acquisition channel for you to employ? Catalog? Postcard? Email? Social media? General media?

For relationship-building and retention efforts, yes, email is the dominant one; but should it be the only one? Let's not just settle on one channel, just because it is readily available and less costly. If you have all of the rich transaction

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and response data, why not use direct marketing, with rather fancy catalogs or First Class mail? Surely, with such powerful data, we can build proper targeting models to make those more expensive channels worthwhile.

Turning Marketing on Its Head

The key message here is to reverse the way we think about our channels, and shake the whole marketing ecosystem up.

I got into a heated debate with one of my colleagues the other day about this. Many digital marketers think that the journey begins at the moment a visitor lands on a website or types in a search word (*See my article "Customer Journeys Don't Start on Your Website" at TargetMarketingMag.com*).

Before someone magically shows up on some site, there had to have been other efforts to raise awareness and pique interest for that visitor. It could have been a banner, billboard, TV, radio, magazine, paper or more targeted media, such as direct mail, catalogs or email. All of those channels play different roles in different stages of both customer's journey and the marketer's journey.

Multichannel or omnichannel concepts have been around for a long time; but to rise above the channel-centric mindset that hampers effective customer communication, marketers must be aware of the timeline view, as well.

In fact, as I described in the body of this article, you may have to reverse the whole process, and see it from the timeline view first — and then assign proper channels to each stage. Otherwise, how would you ever escape from channel silos? ●

Stephen H. Yu has more than 30 years of database marketing experience with a proven track record in comprehensive strategic planning and tactical execution. Currently, Yu is principal and chief product officer at BuyerGenomics. Previously, Yu was the head of analytics and insights at eClerx, and VP, Data Strategy & Analytics at Infogroup. Prior to that, he was the founding CTO of I-Behavior Inc., which pioneered the use of SKU-level behavioral data. Reach him at syu@buyergenomics.com.

Companies to Customers: "Don't Bother Us By Calling!"

By Ted Grigg

*Reprinted from dmcg.com
See more at bit.ly/2Vp8Ycc*

Have you noticed how difficult it is to find a customer service phone number these days? They give you email, Chat, and links. But your questions are complex and difficult to resolve. Your questions require a phone call to cut through the information maze.

The problem gets even worse when you decide to buy.

It's as if the business world were conspiring to keep you from spending your money.

You search the manufacturer's website for the contact information. But you search in vain for that sales phone number. In many instances, you will never find the contact address or phone number because it isn't there. If it exists on the website, it is often hidden under layers of clicks.

I think that many companies today make it quite clear they DO NOT WANT TO TALK TO YOU.

Companies apply the same losing approach to existing customers. This kills present and future sales — to "save money."

The company actually both increases its sales costs and reduces sales. Frustrated customers call the service or warranty departments rather than sales.

But that's a no-go because then you don't have a product serial number allowing you access to a live person.

If you're a customer, the problem continues. The service group wants you to pay a service fee for product support before they will talk with you.

This bad behavior weakens brands and causes the loss of customers. What do you think about this phenomenon? ●

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

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



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Where Marketing Automation Fits Into the Customer Journey

By John Jantsch

Reprinted from DuctTapeMarketing.com
See more at bit.ly/2H0Kd2W

When companies incorporate marketing automation into their approach, they often focus on the middle of the marketing hourglass. They use the automation tool to stay in touch with existing customers or to reach out to prospects who are very near to making their first purchase.

However, marketing automation can be used throughout the entirety of the customer journey to great effect. When you're smart about automating marketing processes, it frees you up to do more of the prospecting and lead nurturing work that only a human can do, while taking some of the more tedious and time-consuming parts of the marketing process off your plate.

Here, we'll take a look at the various features that make up marketing automation, and how best to use them throughout the customer journey.

What is Marketing Automation?

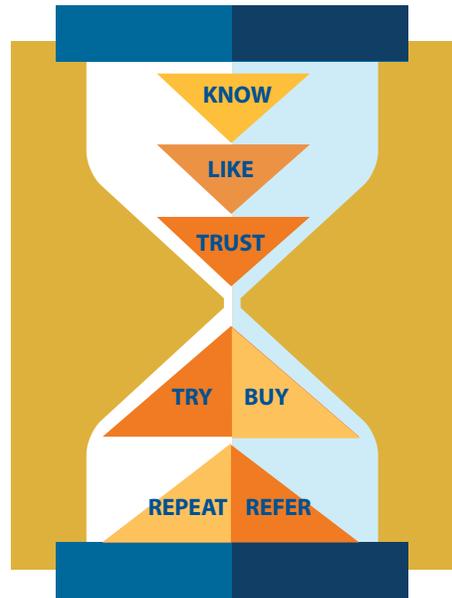
Before we dive in, let's provide a quick definition of MA (Marketing Automation). It's the process of using a software platform to automate some of your repetitive marketing tasks. It can be used across channels, and includes social media, email, and certain website actions.

The software allows you to group users by certain attributes or behaviors and to target them with messaging that is most relevant to them. For example, you might group people in the same geographic location, or group people who have made multiple purchases from your business.

MA for the "Know" Phase

At the very top of your marketing hourglass, people are encountering your brand for the very first time. Maybe they're in desperate need of the good or service you provide; maybe they only have a passing interest in your field. How do you sort things out this early on in the game?

One of the first things that MA tools can do is help you with lead capturing efforts. Using the same form across your website allows you to gather the same contact information for everyone who fills out the form. From there, you can begin the process of analyzing their attributes and behaviors to figure out whether or not they're serious prospects.



Behavior scoring (otherwise known as lead scoring) asks you to take data on your existing clients to build a composite profile for your ideal prospect. Where do they live? What profession are they in? What kind of actions do you expect them to take before they convert?

When you know what your ideal prospect looks like, you can then use your MA tool to compare each lead against this dream prospect. If they're ticking most of the boxes, this is a lead you know is worth your time. They're likely to convert, so it's smart to spend some marketing dollars courting them.

Leads that fall completely outside of this ideal picture are likely not worth pursuing. They just realistically don't need or want what your business offers, at least at this point, so it's highly unlikely that you will change their mind.

MA for "Like" and "Trust"

Once you've identified those leads that are worth approaching, you can begin to use your MA tools to create an effective email campaign.

MA tools allow you to segment your audience so that you can send specific messaging to different groups based on their attributes and interests. It's also possible to use the tools to personalize email, setting it to auto-populate with name, company, and job title, based on the information you have in your database.

For prospects, you can establish a set of prospecting emails that slowly and methodically introduce them to your company and the problems you can help them solve. Only 23.9 percent of all sales emails are even

opened, so it will likely take several attempts to get a prospect's attention.

You should start by creating a handful of emails that contain different offers so that prospects can come to know and like your business — an invitation to access a white paper on your area of expertise, an opportunity to join a monthly webinar that you hold, or an offer to book an introductory call with a member of your sales team.

You can then set these messages to send on a regular schedule, with a built-in trigger to turn off the next email in the set if the current email leads to a conversion.

Your MA tools can also help you to tailor the content on your website to the profiles of your visitors. The tool can show specific content that you know will be valuable to a given prospect, and you can create dynamic content that is replaced based on actions a prospect has taken or interest that they've expressed in a particular topic. This level of personalization makes a prospect feel seen and heard, which goes a long way to building likability and trust.

MA for "Try" and "Buy"

Once you've shown prospects that you understand their specific needs and have the solution for their problems, you begin to move them into the "Try" and "Buy" portions of the hourglass.

Using MA to target them with messaging that is triggered by a specific action can be an effective tactic here. At this point you already know a bit about the prospect, so you can get even more specific about giving them information you know will interest them.

For example, let's say a prospect has signed up for your company newsletter: you can use this action to then trigger messaging to drive them to the "Try" phase in the hourglass. Maybe this means a pop-up on your website that invites them to a free trial of your service. Or perhaps it's an email invitation to an upcoming event on the topic you cover in your newsletter, with a friends and family code so they can attend for free.

Once someone's made their first purchase, you can set your system to automatically follow up with them. Send them a welcome email that gives them additional information on how to get the most out of their purchase. Then automatically send them an email again in a few weeks' time to make sure they're still

Marketers Aren't Exempt From Data Privacy Rules



By Marjorie Romeyn-Sanabria

Reprinted from *DMNews.com*

See more at bit.ly/2FdF4Sx

As marketing and sales become increasingly digitized, data is the new lifeblood of the customer experience. As more and more tools are released to help understand customer needs, and interactions are managed on data management platforms, these new capabilities are useless without data to fuel them. Data provides the insights into customer needs, wants, and behaviors that can create a unique customer profile. With the right tools, these potential buyers can be nudged toward your product. No more cold calling, no more guesswork on marketing campaigns, and no more wondering about your ROI. Now you can track and respond to your customers in real time.

Fair enough. The what — data — is well known. But what is changing in 2019 and beyond is the how. How to harvest the data, and how to do so ethically. Therein lies the challenge.

Recently, DMN published an article detailing Facebook's inability to keep data private and its sharing agreement with other tech giants, namely Google and Amazon. The revelations were serious: Facebook's damning relationship with Cambridge Analytica had far-reaching consequences, like voter suppression during a contested presidential race. The ease and accessibility of data for anyone to benefit from has significant implications. Once the proverbial genie has been released from the bottle, there's no going back.

Data privacy policy in the United States is still in its infancy, but guardrails do exist. So far, large tech corporations like Google and Facebook have entered agreements with the Federal Trade Commission regarding data privacy regulations. These regulations have essentially been ignored, and with few consequences.

In a letter to Congress, EPIC, a data privacy advocacy group, provided evidence that Google and Facebook had misled the public, claiming that they had taken measures to ensure data privacy protocols were being followed. The truth was much more alarming: not only had Google and Facebook not taken such measures, but they were willingly selling user data to third party apps, presumably for advertising revenue. While there may not have

been fines, Facebook has been saddled under the weight of negative press coverage this year that is unlikely to end anytime soon.

Well that's all very well for Facebook and Google, you may be thinking. I'm a marketer who wants to be Facebook and Google. If the worst that can happen is some bad press and no consequences by federal regulators, then I don't have anything to worry about, right?

Not necessarily. Last year, GDPR went into effect, which intends to protect the data of EU citizens regardless of where they live. This can impact U.S. businesses in the following two ways: one, EU citizens who live in the U.S. and Canada are protected by these regulations. Secondly, as a business expands and seeks a larger customer base, it makes sense that a company may look to Europe to sell their products and services. (DMN helpfully published an eBook about the GDPR, which is available here.) So even if American laws and regulations don't yet exist or are inconsistently applied, U.S. businesses are still subject to EU regulations. And the consequences carry weight: fines can be as much as 4% of a company's revenue, or 20 million euros, whichever is greater.

It is important to keep in mind that as a business grows, credibility and perception are paramount. Clever PR campaigns are expensive, time consuming, and are not magic wands. Once a business's reputation has suffered, it can be difficult to recover, and a customer base that took years to build may be lost to a competitor. There are incentives to play by the rules, even if the rules are still being developed.

Finally, as technology continues to develop, companies have the advantage of innovating a data privacy infrastructure by taking the initiative on their own. By integrating responsible data practices into their business models, they will be ahead of the competition by the time data privacy regulations play a greater role in business. ●

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happy and to offer support with any issues they may have encountered.

MA for "Repeat" and "Refer"

You've already used your MA platform to get your prospects to convert, but you can continue to use the tools to influence the remainder of their customer journey.

Once a customer has made a specific purchase, you can offer them related products or target them with communications that are focused on their areas of interest. In a recent Marketo survey, 78 percent of respondents said they would only pay attention to promotions that were related to their previous interactions with the brand. That means that most consumers would rather have no deal offered to them at all than have a generic offer sent their way.

MA can also help you to establish and maintain a strong referral base. With the ability to set up regular communication with your existing customers, MA tools help you to stay top of mind so that customers are likely to have your company on the tip of their tongue when their friend asks for a referral in your field. Additionally, if you choose to establish a referral program, you can use email segmentation to stay in touch with members of that program, offer meaningful rewards, and target new leads coming to you via referral with specialized messaging.

In addition to the benefits that marketing automation provide you throughout the customer journey, the tools offer bigger-picture benefits as well. You should be using the data you collect on the effectiveness of your marketing efforts throughout the customer journey to refine each of the steps you take along the way.

Marketing automation tools compile a lot of information on the effectiveness of your marketing approach across channels, which allows you to identify holes, find logjams, and then invest the time in fixing those issues. When you have a better understanding of your complete marketing approach along the entire customer journey, you're empowered to create one that is even more optimized for future customers. ●

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



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

Social Media News from Domino's, Pinterest and Google

Q. With social media continuing to grow in importance and spending, what's the latest from your experts?

A. Perfect timing, as I recently spent a day at Eastern Michigan University for their Digital Marketing Workshop. I especially enjoyed a panel that featured three social media gurus: **John Hughes**, Digital Marketer at Domino's; **Jorel McCree**, Account Manager at Pinterest; and **Eric Wortman**, Senior Account Manager at Google.

Domino's/John Hughes

Hughes reminded his listeners that 10 years ago, Domino's asked people how they could help and provide value. The answer was loud and clear — "Your pizza tastes like cardboard!" In Twitter's live-feed "culture of transparency," Hughes says that his brand needs to "live with the good, bad and ugly." After upgrading the pizza's taste substantially, Domino's unveiled its OH YES WE DID® tagline because people were asking, "Did a pizza company really just do that?"

Hughes said that the goal of Domino's is to "surprise and delight, not just meet expectations." They encourage customers to create their own Pizza Profile and to order any way they choose including via emoji or smart watch! Constantly updating their offerings, Domino's considers itself a work in progress and holds itself to values of honesty and transparency.

"Pinterest is the visual discovery engine that helps you find and do what you love.... 98% of Pinners report trying new things they find on Pinterest. [And] Pinners are actively considering what to do or buy next."

Through social media, Domino's confirmed that customers wanted deals and that they enjoyed providing their own content (user-generated content). Example: "Tag someone that loves pineapple on their pizza and someone that doesn't." Because Hughes notes that "people want content, not ads," Domino's encourages people to show their actual delivered pizzas on Instagram. "It's gross, and that's by design," Hughes explains. "Even if it's a little bit gooey, and greasy, the packaging isn't perfect, and there's a bit of a burnt spot, that's the pizza you get," and that makes you think how good it was last time you had it.

Pinterest/Jorel McCree

According to Jorel, actual pins are the best way for advertisers to identify their best potential customers on Pinterest. "What people pin builds the person's persona on Pinterest for advertisers," he says.

"Pinterest is the visual discovery engine that helps you find and do what you love," he says, noting that "98% of Pinners report trying new things they find on Pinterest." What's more, "Pinners are actively considering what to do or buy next."

McCree explains that each social medium is used in a different way by savvy posters. For example:

Facebook: I went to Banff!

Snapchat and Twitter: Riding the Banff Gondola. Race to the Top!

Pinterest: A family ski trip sounds fun, where should we...

...in other words, "people come to Pinterest to plan their lives."

McCree reports that based on research done by McKinsey & Company, brands in a consumer's initial consideration set can be up to two times more likely to be purchased eventually than brands that aren't in it. He adds, "Pinterest offers a unique platform where users are in a discovery and planning mindset...planning for moments big and small." Indeed, 85% of users count on Pinterest to help them plan life moments.

Advertisers on Pinterest can target their audiences in several ways including:

- Interests
- Keywords
- Location
- Device
- Language
- Gender

In the next issue of *adMarks*, we'll continue this discussion, with more about Pinterest, and much more about Google. ●

"Ask the DM Experts" is a monthly *adMarks* feature. Professor Susan K. Jones draws on the knowledge of CADM members and other authorities to answer your questions — so tell her what you want to ask the experts! Contact Susan at sjones9200@aol.com or follow her on Twitter @sjones9200.

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MEMBER PROFILE



My name is **Larry Benjamin**, and I currently serve as Chair of Education Programs at CADM. So how did I get here? Well, after 37 years of successfully building businesses in a variety of markets and positions (from sales to company ownership), I decided to pursue my “second act.” I am continuing my consulting practice, LWB Associates, largely helping growing small to mid-size companies make sense of their digital marketing strategy and structuring their organizations to optimize strategy.

Additionally, I’ve recently realized a life-long desire to teach — specifically at Oakton Community College. Just finishing my first semester and I love it! I also teach computer classes at the People’s Resource Center, a service organization that started its life as a food pantry for those in need in DuPage county. I also volunteer at DuPage Pads, serving the needs of the homeless in DuPage county, and chosen as the grateful recipient of this year’s Direct From The Heart campaign, organized by Betsy Harman and Suzy Jackson (See adMarks January 2019). I am also a mentor and developer for an incredible advanced high school class known as the Business Incubator (like Shark Tank, but harder!), taught at several schools in the Chicago area. Finally, because I have a wonderful son who happens to be severely autistic, I’ve helped Autism Speaks, an advocacy organization for the autism community, and my son’s school, Turning Pointe Academy. Why? We are all called to volunteer our talents to help those who struggle in our society. I hope to continue to apply my passion to the CADM education program and do great things for our group and the response marketing community. ●

Have you recently earned a certification? Award? Honor? Promotion? Been published? Moved? If you have a submission for “Member Briefs,” or a member profile, please contact adMarks Editor, CADM, 20960 S. Frankfort Square Rd., Frankfort, IL 60423 or email info@cadm.org.

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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