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Grow Your Brand Using Experience-Driven Marketing



By Fiona Blades,
President, Mesh Experience

We are overloaded with data — from our call centers, our websites, our retail partners, our media agencies. Yet in spite of being awash with data, we have a data black hole. We've got GRPs, click-throughs, Likes, Share of Voice to help us to measure marketing activities, but this leaves us with a dizzying array of metrics where we are comparing apples and pears.

We don't have a way of connecting the different data sources easily, we look at everything in silos. The marketing team looks at ad recall and media spend. The trade marketing team works with retail partners. The customer experience team pays attention to the call center and CRM metrics.

Who is looking at everything from the perspective of the experiences our customer is having? And isn't this fundamental?

More and more marketers are becoming attuned to the power of experiences, whether this is about creating a seamless customer experience, the power of experiential touch-points, or linking with people's passions. We believe you need to understand every encounter with your brand, whether this is a momentous experience in being offered your first mortgage or a fleeting glimpse of a poster.

And in almost every sector, there is a real focus on getting back to the customer. We need understanding from a human-centred perspective. We need to understand how sectors and brands fit in with the rest of someone's life, with their passions, when they are busy, when they have time to listen to us, what will help them achieve their goals.

➤ 3

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DON'T MISS IT! Tuesday, January 29 Networking Event

The Future of Marketing in the Era of AI

Presented by Jim Carey – Northwestern IMC • Sponsored by FCB

3 Questions to Better Understand Your Customers



By Chris Foster

*Reprinted from
TargetMarketingmag.com*

See more at bit.ly/2Ge6ObH

In my class, we discuss many kinds of research that help brands reveal insights about their customers. And the data that is available for marketers is more robust than ever before. Big Data has empowered us to cross-stitch online behavior, demographics, buying patterns, predictive website searches and more. And, artificial intelligence will make the patterns reveal themselves with more precision. While the data and customer research about what people are doing can inform us about what they are likely to do in the future,

there is also a more human approach — that goes deeper than the data — to really understand your customers.

Here's a method that can help you see your customers with more clarity and empathy. While it takes thought, delving into these questions will invariably help with how you craft your brand's relationships with your customers, because for every person on planet earth, there is a personal and unique response to the next three questions:

1. What Do My Customers Struggle With?

Everyone — including you, reading this — has struggles. It's a human condition.

➤ 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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2019 Tempo Awards Kick Off

The New Year comes with new opportunities, and in that spirit, it is time to kick off the 2019 Tempo Awards!

My name is **Adrian Tumiati** from CBD Marketing, and I am very excited to be chairing the **2019 Tempo Committee**. The Tempo Awards has always been one

of CADM's premier events and with the help of my fellow committee members, **Brad Schwab**, **Suzy Jackson** and **Casey Gold**, we are building off the momentum of last year's success and rolling out the red carpet (literally).

This is your chance to shine with your fellow marketing stars, and our venue **Alhambra Palace**, reflects the energy and celebration that the Tempos embody.

Last year saw several changes to the Tempo Awards including NEW categories, in particular for sectors such as nonprofit, healthcare, financial, automotive and more. We also added craft categories, such as art direction, copywriting, etc., so there are several new opportunities to bring that shiny trophy home for your agency, your client — and most of all — you!

For all of those late-night strategy sessions, out-of-town presentations, rounds of revisions and sweating the details, you deserve a night to celebrate in style!

Of course, with the added categories comes an added need for judges, so please consider encouraging your colleagues to volunteer. We also have several high-profile sponsorship opportunities and would appreciate your support for this premier event.

Mark your calendar for the big night — June 20, 2019 — and start thinking of your best campaigns and talent from 2018. Watch for an email with a link to the entry and ticket site coming soon.

Adrian Tumiati



Representatives of Epsilon and BP receive their 2018 1st place trophy for Best Loyalty/Retention Campaign.

Adrian Tumiati, CBD Marketing, is a Board Member and Chair of the 2019 Tempo Committee. You can reach him by email atumiati@cbdmarketing.com or at 312.661.1050.

January

- 1 Tempo Awards Entry Portal Open**
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: \$40 for Non-members
Please go to cadm.org to register and for further details.

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: Cogensia, 100 W Hillcrest Blvd., Schaumburg, with a simulcast at Enova, 175 West Jackson Blvd., Chicago
Free for Members: \$40 for Non-members
Please visit cadm.org/events for additional details

June

- 20 The Tempo Awards Gala! Mark Your Calendars!**
Visit cadm.org/tempo-awards

◀ | **Experience-Driven Marketing**

We need a human-centred marketing approach that puts the customer center stage. We call this Experience Driven Marketing. It’s based on learnings from capturing experiences over the last 12 years and our proprietary Experience Model and Metrics.

Why does Experience Driven Marketing grow brands? Because great experiences create real value for people, build advocacy, which leads to acquisition, as well as retention and increase in share of wallet.

We’ve put all this together and created an Experience Driven Marketing Manifesto Here are the key points:

1. Take responsibility for every brand touchpoint.
2. Measure share of experience, not share of voice.
3. Emotion matters. Insist on engaged reach.
4. If content is king, context is queen. Use it.
5. Experience is a journey. The destination is not purchase, but customers meeting their goals.
6. If our customers buy experiences, we need to organize around them. Not products, functions or channels. ●

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 Schaumburg and simulcast in Chicago. Go to cadm.org/events for details.

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3 Questions to Better Understand Your Customers *(continued from page 1)*

We question, doubt, have concerns, worry, and are insecure or befuddled by something. Figuring out how your customers' struggles interweave with your brand's promise could unlock new ways to connect with them.

Example: Starbucks learned early on that their consumers struggled with having a place outside of work and home, where we could meet folks or be alone in a safe and comfortable environment. The traditional Italian "Bar" and the role it served in communities was missing here in the states. So instead of just a place to get grab-and-go coffee, they solved for a "3rdPlace," making a destination that went beyond the purchasing of coffee or treats. Starbucks knew that there were holes in communities they could fill, that there was a common need we didn't even know we had.

2. What Motivates My Customers?

Every person aspires to be more than they are. The desire to grow is innate, and we all want our lives to get better in some way. We each are looking for ways to improve and we gravitate towards brands that help us do that. The best brands understand that a



simple transaction doesn't have to be in, and that they can engage users into self-improvement of any kind.

Example: Sur La Table knew that offering terrific cookware products wasn't quite enough. Their customers are motivated to learn how to be better home cooks, and make home life more enjoyable and rewarding. By offering in-store cooking classes, and posting a regular calendar of new ideas, the individual stores deepen their relationship with their customers, and help make their lives better and healthier.

3. Is There a Memory-Emotion Link That's Important to My Customers?

Deep in the core of our brains are the hippocampus and the amygdala, two connected centers in our brain biology that store both memory and emotion. Memory-Emotion

is extraordinarily powerful in our lives, and these two magnificent aspects of the brain work in tandem to preserve the most deeply-embedded feelings and decision-making drivers in our lives.

As a brand, it's awfully hard to construct something that is a powerful connector to memory. But if you're in a consumer brand, there's most likely some kind of hook or common experience you can tap into. Dig into when your service might be a part of a memory in a life. Or you can see what kinds of experiences your customers might share, and tap into those shared memories.

Example: Subaru knows that their customers are active. They're climbers, surfers, skiers, outdoors-folks. And they made the hunch that their customers owned pets. "Subaru owners are actually twice as likely to have a pet as other car owners and 7 out of 10 Subaru drivers share their heart, home, and — of course, their backseat — with a four-legged family member!" (*Source: www.dogingtonpost.com — no joke*). Subaru launched an entire campaign with Golden Retrievers, and it was all about dogs doing the things we do in life (driving cars, going to pick up kids, etc.). Just videos of dogs. And, in their showrooms, they had dog bowls and dog treats. They knew a broad majority of customers have a shared emotional connection with love of animals — specifically their dogs.

And it paid off. My neighbor purchased a Subaru after her elderly dog passed away — even though the Ford Escape had a better warranty and lower price. She bought from the emotion-memory place of her brain, not the cerebral cortex where "better warranty and lower price" lived. When I asked why she bought the Subaru over the Ford, she said, simply, "Subaru loves dogs, and I miss Carson." Emotion-Memory wins every time. ●

Chris Foster has been teaching Brand Strategy and Positioning at UCSD Extension since 2009. For the past 20 years he has worked in all aspects of marketing and creative direction for start-up, growing, and established business environments. He has a passion for helping any-sized business transform their brand so they can more authentically connect with their audience. Chris can be reached at [linkedin.com/in/christopherkfoster](https://www.linkedin.com/in/christopherkfoster).

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What to Do When Your Boss or Client Has A Bad Idea

By Daniel Burstein

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

So I'll admit it. Sometimes I'm that guy.

In the "there are no bad ideas" brainstorming meeting, if the idea is bad enough and I know the person well enough, I point out that some ideas are in fact bad. And pretending there are no bad ideas actually isn't helpful. (It's called regression to the mean, says *Harvard Business Review*).

There are bad ideas. And as marketers, it's our job to do battle against them.

Because ideas are the essential stock in trade of a marketer. "Let's go to the moon!" That was just an idea at first, part of a marketing campaign that led our nation to devote massive resources to conquer a task that was seemingly impossible.

But then there's also... "I bet I can jump down into the gorilla enclosure and steal his banana before he even notices. Make sure to film this. Better yet, live stream it to all my friends on Facebook."

I'm exaggerating of course. Somewhere between the Apollo missions and a viral

#ZooFail video are most of the ideas we confront on a daily basis.

And these ideas are not bad because executives and clients aren't as smart as you. The ideas are bad because of a gap between their understanding of the customer and yours.

Here are five tactics to close that gap and kill those banana-stealing ideas on the way to your own moonshoot.

Bad Idea Killer #1: Educate About New Technology

"So, how do you sustain a business model in which users don't pay for your service?" Senator Orrin Hatch asked Facebook CEO Mark Zuckerberg.

"Senator, we run ads," Zuckerberg replied, unable to hide his smirk.

Business executives and leaders are often older than their target customer. Hey, it takes time to pay your dues and climb the corporate ladder. For that reason, senior leaders' ideas may be bad because they're out of touch with technological usage or constraints.

Digital marketers can sometimes look down on anyone who doesn't understand the latest search algorithm update, social network, or mobile specification ("n00b!").

But don't hate on execs because a tech misunderstanding means their idea is bad. Help them. It's hard to keep up with all the technological changes, and often they have much bigger concerns to worry about.

Educate execs on the latest technology and how it affects their idea. Let them see for themselves why it could fail. For example, at MECLABS we've recently created a free mobile optimization course to help marketers understand what considerations they should take for conversion optimization and messaging specifically in a mobile environment.

Taking the time to non-judgmentally explain the technological limitations of an idea, and building on the idea so it works in the current technological environment, can pay dividends for both your results and your career.

Bad Idea Killer #2: A Clear, Well-defined Value Proposition

Some ideas are bad because they are disconnected from why customers actually buy from the company. Here's an example of a brand extension that drifts significantly from the customer value expectation of a brand: Zippo perfume.

"When Zippo, which makes lighters, decided to move into fragrances in 2014, with a perfume bottle in the shape of a lighter, consumers were bewildered. Women bristled at the thought of pulling out a perfume bottle that looked like a lighter and spraying themselves in public. Also, many envisioned a Zippo fragrance smelling like lighter fluid, even though the scent was fruity," Janet Morrissey reported in *The New York Times*.

Companies must craft clear, well-defined value propositions to help guide their business and marketing decisions and reflect who they are in the marketplace. When they're crystal clear on that value prop, they communicate effectively through their marketing and foster the right value expectations in the customer's mind.

Well-crafted value propositions should serve as the North Star for the brand. They should help guide every decision that affects the customer. They should help the company determine where they should invest because they can serve the customer better than anyone else, but also what areas they should avoid.

Use the value proposition statement (that the executive should have originally helped to create in a value prop workshop) as the reason why the company should not invest in pursuing the bad idea.



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Bad Idea Killer #3: A Competitive Analysis

No brand exists in a vacuum. We all have competition.

A former colleague of mine worked at a company whose leaders had the idea to launch a way for people to connect and interact with each other on the brand's website. This is something that people do want and value. And yet...it was a total flop. Why?

Because Facebook. And LinkedIn. And Twitter. And the list goes on...

In a vacuum, it was a good idea that served a customer need. But there wasn't a true understanding of the competitive landscape. So an essential question wasn't answered — if all of these other options exist to connect and interact socially, what is the unique value proposition for launching our own version of this?

So conduct a competitive analysis. And let your business leaders and clients discover for themselves all of the competitors to their idea.

Bad Idea Killer #4: Live the Customer Experience (At Least For A Moment)

Sometimes a leader's idea is bad because they are disconnected from customer experience. For example, GM executives in the 1980s.

"Wouldn't GM executives learn more about the problems that customers face, [exec William Hoglund] was asked, if they had to drive used cars and deal with repair problems like everyone else," James Risen wrote in the *LA Times*.

That is an extreme example, of course, but it's very common in business for any insider to have a different experience than an outsider. That is very difficult to change. However, you can — just for one meeting — use photos, video, mystery shopper reports, survey data, presentations, and other tools to explain the lived customer experience and why a customer may not be receptive to the bad idea.

Bad Idea Killer #5: Experiment With A/B Testing

Sometimes you need straight up data to prove an idea is bad. A/B testing is one way to get that data.

We launched a short, fun video series about ten years ago explaining this concept, and these old videos recently made the rounds at MECLABS (giving me the idea for this article).

We called it — "Fight The Squirrel." In the video series, the executive just loves squirrels and wants them featured in marketing and on the website. Our two intrepid marketers fail to convince him it's a bad idea. Until...

They run an A/B split test, and show him exactly how much revenue his squirrel idea is costing him. Then, he drops the squirrels like a bad habit.

The Bad Idea Caveat: It Might Be a Good Idea

I started by saying that bad ideas don't come from bad or foolish people. They're bad because of a customer gap the business executive or client has. However...

The customer gap may be yours, my friend.

Sometimes when we perceive an idea to be bad it's because we're wrong about the customer, not the executive. I'll drop my ego and admit that I've had it happen in my own career.

If you'll notice closely, the above steps aren't first and foremost meant to change an executive's mind. They are meant to get more data, a clearer understanding.

When you're right, that clearer understanding can help change the minds that need changing.

However, in going through the exercise you may determine that you judged too soon, and there's actually a good idea or the germ of one worth looking into further. ●

Daniel Burstein is the Senior Director, Content and Marketing at MECLABS Institute. Daniel oversees all content and marketing coming from the MarketingExperiments and MarketingSherpa brands while helping to shape the marketing direction for MECLABS — digging for actionable discoveries while serving as an advocate for the audience. Daniel can be reached at [linkedin.com/in/danielburstein](https://www.linkedin.com/in/danielburstein) or [meclabs.com](https://www.meclabs.com).

FUN FACTS

Famous Postal Workers

Most people know that Ben Franklin was the first Postmaster General, but there is a whole list of famous people who once worked for the Postal Service. The names marked with an asterisk have been commemorated on U.S. postage stamps.

- **John Brown** – Abolitionist: Postmaster, Randolph, PA; 1828–1835
- **Steve Carell** – Actor, comedian: Rural letter carrier, Littleton, MA; 1985
- **Bing Crosby*** – Singer, actor: Substitute and regular clerk, Spokane, WA; 1921
- **Walt Disney*** – Film producer, theme park creator: Substitute carrier, Chicago, IL, and Christmas temporary, Kansas City, MO; 1918, 1919
- **William Faulkner*** – Novelist: Acting Postmaster and Postmaster, University, MS; 1921–1924
- **Benjamin Franklin*** – Statesman, inventor, printer: Postmaster General, 1775–1776 (served under the British as Postmaster of Philadelphia 1737–1753, and as joint Postmaster General 1753–1774)
- **Conrad Hilton** – Hotel magnate: Postmaster, San Antonio, NM; 1910–1911
- **Rock Hudson** – Actor: Substitute letter carrier, Winnetka, IL; ca. 1947
- **Abraham Lincoln*** – U.S. President: Postmaster, New Salem, IL; 1833–1836
- **Charles Lindbergh*** – Aviator: Airmail pilot; 1926–1927
- **Samuel F. B. Morse** – Inventor: Superintendent, Telegraph Unit; 1845–1846
- **Knute Rockne*** – Football coach: Substitute and regular clerk, Chicago, IL; 1907–1910
- **Adlai E. Stevenson** – U.S. Vice President: First Assistant Postmaster General; 1885–1889
- **Harry S. Truman*** – U.S. President: Postmaster, Grandview, MO; 1914–1915
- **John Wanamaker** – Department store magnate: Postmaster General; 1889–1893
- **Noah Webster*** – Lexicographer: Special agent; 1793
- **Richard Wright*** – Author: Substitute clerk, Chicago, IL; 1929–1932
- **N.C. Wyeth*** – Painter: Mail carrier, Fort Defiance, AZ, to Crozier, NM; 1904



Source: about.usps.com/who-we-are
See more at bit.ly/2PwgrCT

Survey Design, Research Tools and Best Practices



By Mike McKewin,
The Survey Experts

Motivating a target audience to take a desired action, and maximizing response and return on investment is increasingly challenging in today's fast-changing world. A deep understanding of your audience — their behaviors, attitudes, dreams and goals — is more important than ever.

While this may seem a bit preaching to the choir, the reality is that budgets and timelines often limit the ability to gain the depth and speed to gain actionable insight, while pressures on ROI remain high.

In-market tests (test markets, control/test split) are a viable means to learn what works, but there is bit of trial and error and can be quite costly. The world is moving at a faster pace than ever — and what worked well yesterday may not work tomorrow.

Enter market research: learning from your market first-hand what they buy and why, what's important to them, why they may choose your competitor over you. Large companies have large research budgets for focus groups and large tracking studies. The vast majority of marketers, however, have to be more creative, if not scrappy, in their research efforts.

With the growing number of “do-it-yourself” survey platforms and online research tools, the ability to conduct research is more accessible today to smaller organizations without large budgets. More and more, marketers (and others) are writing, programming and analyzing surveys for insight to inform their efforts.

This is a very good thing, as a well-crafted survey can be a quick and inexpensive way to gain insight to develop more compelling products and resonating messaging.

The challenge is **doing it right**.

Survey design is a blend of art and science, and while it may seem “easy” (we're all familiar with survey questions, so hard can it be?), there is a lot more involved than meets the eye to develop an effective survey that yields quality data — data that reflects actual customer sentiment and behavior that can be reliably “taken to the bank” informing product and marketing decisions.

The risks to not doing it right are high, including sub-optimal investment and even alienating customers from a potentially frustrating survey experience with your brand.

The good news is there are some great online resources available on research tools and best practices (I recommend signing up for Quirks monthly newsletter (www.quirks.com)). These can be very helpful for writing effective surveys, new tools, emerging data trends, and more.

“Be sure to test drive your survey on both mobile and desktop — the key for mobile is to avoid scrolling to read and answer questions.”

But with marketers having enough to do in their “day job” to not have time to become research experts, I offer here a few of the most important considerations for survey design. If you only follow these in developing a survey, it can make the difference between high vs. low quality data.

1. Articulate a clear research objective: what do you want to learn from your audience that will inform a decision on strategy or tactics? This sounds obvious but important not to skip. Taking the time to articulate on paper (or email to shared stakeholders) the research objective will be a guiding beacon for crafting the survey and ensuring alignment and input throughout the process.

2. Define your target population and use screening questions up front so your sample represents them. Depending on your sample source (customer email list, outside panel, etc.), consider how closely it matches your “marketing” audience. Use screening questions to ensure your survey data is projectable to your market or audience. These can include:

- Demographics (age, geography, household composition, income)
- Behaviors (purchase the category, heavy vs. light users of your product, shop online, etc.)
- Attitudes/Intentions (like to support causes, would consider your brand in the future, etc.)

It's tempting to think “more data is better” but the closer your sample matches your

market, the more actionable the data at the end and it saves everyone time including your customers. Those not matching are simply sent to a polite “thank you” message (via skip logic — see below).

3. Keep it short! I cannot emphasize this one enough. People are busier than ever and you may have only 3 minutes of their time, on their phone, waiting to pick up their kids parked at school. Fatigue and frustration with a long survey is the #1 cause of poor data quality and low response rate in general. Every question is valuable real estate and should tie back to your research objective! .

You CAN still get a LOT of good information with a short survey, following a few basic principles:

- Use as few words as possible in questions and scales, to make it easy to read and process. Be clear yet concise, avoiding unnecessary phrases and adjectives. Every word a respondent has to read takes time and energy and it adds up!
- Do not over-design questions. Think about what data you need and structure the question most efficiently. For example, having respondents rate 10 attributes each on a 5-point scale is tedious and fatiguing; having them skim down a list to select the top 3 is much easier and faster...and you still get discriminating data on which attributes stand out at the top.
- Use Skip Logic. This means some questions only appear based on responses to prior questions so respondents only see questions relevant for them and are not overburdened. You can even create entire sections (customers vs. prospects, heavy vs. light users). Skip logic keeps the survey shorter for the respondent but lets you ask more questions in total. All survey platforms have it; it's easy to do and worth learning even if for a basic survey.

4. Structure the survey to avoid response bias.

As humans, we all bring filters of how we interpret words and questions based on our past experiences. We cannot eliminate these (and in fact it's part of what we're aiming to capture). However, we should be mindful to minimize bias so people are answering as objectively as possible. This includes:

- Avoiding superlatives, jargon, and colloquial phrases.

Create A Mobile Site That Gets Found By Google



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As a society, we're constantly on the go and Google has adapted to our speeded-up lifestyle. Because of this, in order for your site to succeed today, it needs to work well on mobile devices.

Just because it's ranking well on a desktop does not mean the same results will translate over on your phone. It has never been more important to have a mobile-friendly website.

There are many more factors you need to keep in mind when it comes to mobile optimization that I'm not able to include in this article, but in order to get started, you need to lay the foundation — and I plan to help you do that with the information below.

3 Options for Mobile Configuration

When it comes to getting found by Google on mobile devices, there are really only three ways to set up your site. I should warn you, I've listed the three below in the order of least to most recommended, so be sure to keep reading to find out my top recommendation.

3. Separate URLs

With this configuration, you have the desktop version of your site as well as a mobile version. Your site will detect the type of device a user is using and will direct them to the best URL for that device.

The thing is, this type of setup can be time intensive and difficult to manage for numerous reasons, one of them being that these mobile websites have a lot of SEO issues (which kind of defeats the purpose of trying to build a site that will get found by Google).

2. Dynamic Serving

With this setup, all of your content is on the same URL, but every user sees different code depending on the device they're using. This is better than the option above, but it's not without its own problems (for example, it often mixes up the two versions). Plus, as we all know, technology is always changing, and if a new device gets invented, you'll need to create content for the new device.

1. Responsive Design

Ding, ding, ding! Here's is the one I recommend. With this configuration, your page's content and layout respond to each user depending on their device (without the need to separate URLs or use different code). This is definitely best practice these days.

Google even recommends this method, so if for no other reason, I'd say go this route.

Mobile Landing Page Best Practices

At the end of the day, the goals of your marketing efforts are likely to get people to convert, so you must ensure your landing pages are as efficient as possible. Keep the following in mind:

- Avoid adding images with large file sizes, as this will impact load time (more about the importance of site speed below)
- Add your call to action "above the fold"
- Get to the point. Make it clear what problems you're solving and what your visitor will get in return.
- Watch PDF formatting. If you have somebody download, say, a content upgrade, like a guide that's in a PDF format, remember, they don't always format well on phones. Consider including mobile-appropriate formats instead.
- Make buttons "thumb friendly."

Speed Matters

Site speed has historically been a ranking factor for search engine results pages, but it's moving closer and closer towards the spotlight. At the end of the day, Google wants to provide users with the best experience possible, and a slow-loading site doesn't cut it.

Not to scare you, but Google actually recommends that your mobile site loads in under a second. At least it's a good goal to strive for. Check out Google PageSpeed Insights to see how quickly your site loads on mobile devices. It will also give you ideas on what to change to help your site load more smoothly.

Some of the recommendations may include:

- Cache your site
- Load above the fold content first
- Cut down on redirects.

To make sure everything is functioning properly, it's important to implement Google Analytics on your site so that you can track performance.

The good news is that it really isn't that difficult to create a great mobile website these days. The hard part is just getting started. ●

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.

- Ordering questions so that questions that might influence responses to other questions come after those questions. As an example, you want to capture overall brand ratings before asking to rate each brand on a range of attributes (quality, price, etc.) for a "pure" read on brand perceptions before people consciously think about specific aspects

5. *Use open-end questions* — but sparingly. Open comments can provide rich context to data, making the data more "human", with a good quote over a data chart reinforcing the data in a visually compelling way for your internal audience. But...they eat up time and can be fatiguing for respondents. Use them sparingly and be very specific on what you want them to type. Avoid questions like "Why did you rate it that way?", instead asking the most important aspects. Keep open-ends toward the end of the survey, and separate "positive" from "negative" into two questions: "What do you like most about..." and "What do you like least/what would make this better..."

There are more "nuts and bolts" I can share (discriminating scales, sample sizing, embedding quality checks to avoid poor quality response, etc.) and am happy to do so for anyone interested, but these five basics can get the DIY survey writer started. One final thought, and perhaps the most important: *make sure your survey is mobile-friendly!*

Be sure to test drive your survey on both mobile and desktop — the key for mobile is to avoid scrolling to read and answer questions! Most survey platforms do a good job formatting for mobile, but it's always good to do a double check to see how it formats.

In summary, a well-designed survey is key to yield quality actionable data and insight. It is a blend of art and science, with a bit of creativity to maximize what you get back with minimal effort from your audience. Simple things can make a big difference. ●

Mike McKewin is an experienced market research professional with a background in consumer packaged goods, retail and financial services. He is the founder of The Survey Experts, a market research consultancy focused on survey-based research. He can be reached at Mike@thesurveyexperts.com or www.thesurveyexperts.com.



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

Understanding Gen Z: Part 2

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. This column provides even more Gen Z information from **Kim Conrad**, a speaker at the 2018 **Integrate Conference** at West Virginia University. Kim is an Assistant Professor of Marketing at West Virginia Wesleyan College in Buchhannon, West Virginia. She is working on her doctoral dissertation focused on Generation Z.

What Gen Z Looks for in a Product

According to Kim's research, the most important aspect of an item for the Gen Z consumer is product quality. Price comes next, and then corporate responsibility. We can see the growing prominence of this factor in the many "buy one/give one" brands in today's world like TOMS (shoes), Bombas (socks), The Company Store (comforters), and Warby Parker (eyeglasses).

Gen Z values brand reputation to the extent that 40% of those polled in this age group

have boycotted a brand.

According to Google, here are Gen Z's "top coolest brands" for 2018:

- Doritos
- Go Pro
- YouTube
- Xbox
- Nike
- Chrome
- Netflix
- Playstation
- Google
- Oreo

A quick overview of these brands shows that their main characteristics include:

- Entertainment
- Customized Information
- Make Your Own Content
- Fun Foods

Doritos can't tout nutritional value, so the brand focuses on fun with crowdsourced ads and crazy mash-ups like the 2018 Super Bowl spot with Morgan Freeman and Peter Dinklage rapping about Doritos Blaze and Mountain Dew Ice.

Oreo has been famous for real-time Tweets since the February 3, 2013 Super Bowl when the power went out in the stadium. Oreo Tweeted with a picture of the iconic cookie in a semi-dark background with this message: "Power out? No problem. You can still dunk in the dark." Oreo continues with fun contests like the December one with its Kraft "sibling," Chips Ahoy!

Brand Engagement

When it comes to traditional media, Kim notes that Gen Z is engaged with billboards (55%), cinema ads (53%), and magazines

(51%). Only 35% of these young people are engaged with radio in a car, while 20% enjoy Spotify, 14% are regulars on Pandora, and 9% tune in to Sirius XM.

While 69% watch more than two hours of TV per day, that's not traditional network TV. Their favorites are Netflix (38%), Cable (29%), and YouTube (21%). Direct marketers will enjoy hearing that 83% of Gen Z consumers like getting things in the mail.

A full two-thirds of Gen Zs have a smartphone, which they acquired, on the average, at the age of twelve. 45% have a laptop, and 30% do their web surfing on a PC. Gen Z reports that they are spending most of their time on laptop and mobile, but they say they are more receptive to ads they see or hear from Out-of-Home, in magazines, newspapers, and on TV and radio.

As for social media, Kim quotes Piper Jaffary as saying that Facebook has dropped, Snapchat is way up, Instagram is growing slowly because it allows the Zs to show their creativity, and Twitter is way down. Essentially, in social media, these individuals are "running away from their parents."

Advice for Marketers

Kim concluded her talk with some helpful ideas for marketers seeking to win the Gen Z consumer while he/she is just getting into the marketplace.

- Know your target market's media habits
- Keep it simple
- Be funny, cool, hip, fun
- Tell your story
- Use a hashtag, emoji, pictures, videos
- Make ads sharable
- Deliver immediate, beneficial experiences
- Be interactive
- Use real people
- Incorporate social responsibility
- Use digital tactics, but don't neglect traditional media and approaches
- Be realistic, authentic, and genuine. ●

(Sources: Fromm & Read, Southgate, Trifecta Research)

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

CADM Celebrates Giving Tuesday with DuPage Pads

Celebrated on the Tuesday following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, **Giving Tuesday** kicks off the charitable holiday season. CADM members and friends got in the spirit of Giving Tuesday by collecting most-requested items for **DuPage Pads**, the Wheaton-based nonprofit providing housing, support services and employment opportunities to the community. Gathering at The Ram Brewery in Rosemont, attendees pitched in to stuff the donated items into CADM backpacks, while enjoying food and networking.

This event was part of CADM's **Direct From The Heart** initiative, which supports area nonprofits through a combination of outreach events like this one, and through providing multi-channel response expertise to the nonprofit community. "We had a great turnout and a lot of fun," said **Betsy Harman**, Chair of the Direct From The Heart committee. Items collected included toothpaste, shampoo, pillows, cleaning supplies, warm hats and scarves, soap, and baby wipes. These items are so appreciated and will be put to good use by the people served by DuPage Pads.

Many members attending the event were surprised to learn how large the homeless population in DuPage county is. **Larry Benjamin**, a CADM Board Member who volunteers with DuPage Pads, shared the fact that in 2017 more than 1,300 people sought out homeless shelters in the county. Our thanks to Larry for introducing us to this outstanding organization and for loading up his car to deliver the donations to them.

Carol Simler, President and CEO of DuPage Pads, thanked CADM for choosing their organization to be the beneficiary of this first Giving Tuesday event, and for the generous turnout and donations. We encourage you to support DuPage Pads (*see more at dupagepads.org*) and other worthy nonprofits all year round. One important way to help is to be generous with your knowledge and introduce nonprofits to CADM events and to members who may be able to help them. ●



Josie Mattern, Volunteer Coordinator (left), and Carol Simler, President and CEO, of DuPage Pads, thank Larry Benjamin, CADM Board member and volunteer, for the generous donations and support.



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