



# adMarks

Chicago's Multichannel  
Response Marketing Community

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## TEMPO AWARDS

### Celebrating the 2019 Individual Winners



*[Editor's note: This July issue of adMarks went to press prior to the June 20 Tempo Awards Ceremony. Look for the marketing works winners in the August-September issue.]*

We are pleased to announce the nine talented multichannel response marketers who were honored at our **June 20 Tempo Awards Ceremony** at Alhambra Palace.

## CHARLES S. DOWNS

### RESPONSE MARKETER OF THE YEAR

Kudos to **Mary Olivieri**, EVP, Executive Creative Director, CBD Marketing, on being named the 2019 Charles S. Downs Response Marketer of the Year.



This award recognizes one individual for outstanding achievement in Chicago's multichannel response marketing community and beyond. The award is named for Charles S. Downs, the late advertising director of Abbott Laboratories, who was a CADM founder and first president from 1955-57.



## CADM MEMBERSHIP EXPIRATION ALERT

### Renew Your CADM Membership by July 31!

Log on to [CADM.org](http://CADM.org) to renew online

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## 6 Non-Traditional Marketing Tactics to Grow Your Community

By Lindsay Nash

*Reprinted from [smartinsights.com](http://smartinsights.com)*

*See more at [bit.ly/2Mw13ZV](http://bit.ly/2Mw13ZV)*

Marketing has come a long way since those smoky days in the Mad Men-style advertising board rooms. It has, at one point or another, revolved around each and every medium that has engaged us as humans, from newspapers and radio to television, and now, the internet and social media.

What we used to call "traditional marketing" (direct mail and radio/TV advertising) has now morphed into "digital marketing," a way to reach people where they are: online. Digital marketing these days covers a wide swath of channels: search engines, social media and email, among others.

As the marketing experts at HubSpot say: marketing is about answering this key question: "Where, when, and how does our consumer want to communicate with our business?"

As more competitors on the landscape compete for keywords and "airspace," it's

more important than ever to explore new ways to engage and communicate with your target demographic and community.

### What is Non-Traditional Marketing?

Non-traditional marketing means going beyond the regular marketing strategy to engage with real people, actual humans, who are looking for the same answers, same everyday inspiration as you. It's about knowing who your client is, what would make their life easier, and where you can engage with them, and — this is important — without the sales pitch.

Inbound marketing has played a huge role in defining the "new" world of marketing that speaks to this sentiment. It's about creating content that people want to read. Content that educates and engages, without being overly stuffed with a checklist of keywords.

This content allows people to explore and learn about topics that interest them, cultivating a trustworthy relationship while



# 2019

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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.

## 2018–19 Leadership Team

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## The Extras that Make the Difference

*“The difference between ordinary and extraordinary is that little extra.”*

– Jimmy Johnson, NFL Coach and 2-Time Superbowl Champion

As his quote above illustrates, Superbowl Champion Coach Jimmy Johnson encouraged players to go all out every time they stepped on the field. Putting in extra work not only makes you a better player but also helps win games.

For the past two years, I've had the pleasure of heading up CADM with some extraordinary people. It's not easy running an organization. But when you work with such dedicated board members and volunteers it makes my job a lot easier. They provided that “little extra” that made this year one of the best ever for CADM.

Our organization keeps building momentum each year and I know it's going to get even better. We continue to look at ways to improve programming for our members and bring in great speakers like **Scott and Susan Westwater**. Scott and Susan will speak at our Annual Meeting, with “Now What: How to Get Started with Voice.”

They will discuss the many powerful ways you can leverage Voice Technology to engage with customers.

This is just one example of how we involve industry leaders to bring our members information on the latest innovations so they can become even better marketers.

I would like to personally thank all of you for your support over the last two years. It has been wonderful serving as CADM's President and I will continue to support Tom Byrne and the new board in any way possible.

I also want to take the opportunity to thank our 2019 Tempo Awards Committee for their hard work and the spectacular event. Many thanks to Suzy Jackson, Casey Gold, Adrian Tumiaty, Brad Schwab, and Barbara Healy O'Laughlin.

In the meantime, I am looking forward to seeing you all at the **Annual Meeting** at the East Bank Club on **August 20th**.

And please be sure to renew your CADM memberships before the July 31 Deadline!

Best wishes,

Rosann Bartle  
CADM President

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

# CADM 2019 Annual Meeting

Tuesday, August 20 • 5:30 pm–8:00 pm • East Bank Club



This year's Annual Meeting will be held at the **East Bank Club**, 500 N. Kingsbury Street, in beautiful downtown Chicago.

The event is from 5:30 pm–8:00 pm, with appetizers and a cash bar.

The meeting will begin with a recap of the year and the induction of our new President and Board members.

Our featured speakers will be **Susan and Scot Westwater** of Pragmatic Digital, with "Now What: How to Get Started with Voice."

Voice has the potential to engage and build relationships with users in a compelling and valuable way. With exponential consumer adoption of Voice technology and personal assistant speakers like Alexa, Siri and Google Assistant, it's clear that Voice is shaping up to be the "next big thing." However, while Voice is on every smart marketer's radar, where to start is not as clear.

The Westwaters will share their expertise to help you:

- Understand what Voice actually is and how it is changing consumer behavior
- Develop the case to invest in Voice for your brand
- Identify and develop a Voice skill that is useful and usable
- Bring that compelling Voice application to life

**Scot Westwater**, Lead Strategist–Pragmatic Digital  
Co-founder of Pragmatic Digital and UX strategist with 20 plus years of experience helping Fortune 500 brands solve business problems by understanding customer needs. Voice experience expert with specialized knowledge in healthcare.

**Susan Westwater**, CEO–Pragmatic Digital  
Co-founder of Pragmatic Digital and senior strategist, who uses customer-centric approaches and content strategy skill sets to achieve business growth through customer understanding. Leadership member of Women in Voice.

Come meet your CADM leaders and colleagues in this once-a-year event. We look forward to seeing you!

[Register at cadm.org/events-and-programs](http://cadm.org/events-and-programs)

## INNOVATIVE DIRECT MARKETING SOLUTIONS

- Printing: Inline Web, Sheetfed & Digital
- Mailpiece design
- Complex automated and hand assembly
- Mailing and logistics
- Automated multi-channel marketing solutions

**CADM DIAMOND SPONSOR**



## < I Celebrating the 2019 Individual Tempo Award Winners *(continued from page 1)*

The rules of improv teach us to be in the moment, think on our feet and to always “yes-and” your partner. This is the foundation on which Mary Olivieri has built her career.

Mary Olivieri started out differently than most, as a theater major, and then a student of the legendary Second City Training Center.

But her improv training has given her a unique way to inspire those around her. Over the past few decades, she has led scores of communications professionals and creative teams in delivering award-winning advertising and marketing campaigns.

At several prominent Chicago agencies, she has worked with brands such as National Beef, Mrs. Field’s Cookies, Coca Cola, Kraft, Blue Diamond Almonds, Whirlpool, College Illinois and Dos Equis — specifically the “Most Interesting Man in the World” campaign. Currently she leads the charge at CBD Marketing as EVP, Executive Creative Director.

All told, the effect Mary has had on our industry has been a game changer.

Her custom-created, improvisational-based exercises and interactive workshops have been called “Zen-like” and “groundbreaking” by some of the most prominent organizations in the country, including Microsoft Corporation, San Francisco and Chicago Social Media Weeks, Ragan Communications and more. Her proprietary methodology is called “Wear the Hat.”

Mary brings a unique voice to our marketing community and has helped support and educate her fellow marketers in numerous ways. She has an authentic passion for helping the people around her succeed. Beyond that, she actively supports RAINN, the nation’s largest anti-sexual violence organization, Human Rights Campaign, Mercy Home for Boys and Girls, NPR, the 3% Conference and is co-founder of CBD’s Kick Ass Women initiative.

Mary Olivieri is a generous performer who shares the stage with those around her as if they were her ensemble members.

### SUSAN KRYL SILVER MARKETERS

This award recognizes up to three individuals, with at least 25 years of experience, for their outstanding achievements within Chicago’s multichannel response marketing community. The award is named for Susan Kryl, an influential Past President of CADM, whose dedication to the Chicago multichannel response marketing community set the standard for this award.

**Todd McNab**, VP Account Director, Epsilon



It is easy to say that someone has 25 years of direct marketing experience, but Todd McNab is proof that how you spend that time is what truly matters. Todd’s relaxed demeanor, command of the industry, and natural charisma continually demonstrate his value to both clients and coworkers.

Todd is the best kind of agency leader. He is the person clients want working on their business, agency executives want managing important accounts and coworkers want leading their team. In meetings, he’s the one top clients turn to for an opinion. Todd has consistently advanced a holistic approach to customer-centric innovations in multi-channel communications. That might sound like a lot of buzz words, but anyone who has worked with Todd will tell you they are better at their job because of it. To put it succinctly, Todd McNab is the definition of direct marketing leader.

**Chris Gloede**, President, Ricochet Advisory Services



Chris Gloede’s resume reads like a Who’s Who in Chicago response marketing. Notable highlights include time spent at Arc Worldwide as General Manager and Director of Business Development; Leo Burnett, where he transformed the agency’s digital approach to experience-based around the world; Ogilvy-One, where he brought his team into the digital age for the first time; the American Bar Association (ABA), as Chief Marketing Officer, where he led a major turnaround, reducing the budget by 20% even while growing membership to its largest count in its 137-year history; to today where he leads as President of his newly-formed company — Ricochet Advisory Services.

Chris introduced the American Bar Association to the CADM, providing membership for many of his staff and furthering their direct marketing education by enrolling them in the CADM Basic Course.

Supported by his mentorship, many of his co-workers are now premier marketers for companies like Groupon, Wrigley, United Airlines, Kraft, Epsilon and Adobe. Chris truly helped change lives.

But beyond a remarkable professional track record, some of the most amazing things Chris has done have been when he hasn’t been working. Chris took a year-long sabbatical from May 2016 to May 2017 and traveled around the world. For someone who has brought so much innovation to the industry, this was a personal innovation. He logged 76,000 miles on plane, train, boat...and yes, rickshaw. He documented the whole journey with a one-second per day video of his adventures. With a backpack in tow, Chris hiked to



**LAND YOUR DREAM JOB IN 2019**

[CADM.org/career-network](http://CADM.org/career-network)

**It All Starts with Finding the Right Company.**



In a highly competitive market, preparation begins by ensuring you have properly displayed your most up-to-date skills and accomplishments.

**Create or update your professional profile to land the job you want.**



**CADM**  
Chicago's Multichannel Response Marketing Community

Machu Pichu, climbed Kilimanjaro, dived the Great Barrier Reef, toured North Korea, walked through Jerusalem, caravanned into Petra, and more. Along the way he connected to people and cultures in 108 cities in 48 countries.

Chris draws upon these experiences now to bring exceptional insights and vision to his Ricochet Advisory Services clients.

**Meg Goodman**, VP, Managing Director, Jacobs & Clevenger



Meg Goodman has been elevating response marketing in Chicago for over 30 years. She has helped build, inspire and nurture some of the biggest agency names in Chicago, including Draft FCB, Jacobs & Clevenger, Aspen and UMarketing. While some of those agency names have changed, the legacy of solid direct marketing principles remains. Meg helped pave the road on which the big names travel today. And she hasn't stopped. Today she is VP Managing Director at one of Chicago's most formidable agencies — Jacob's & Clevenger.

Beyond her leadership and inspiration, Meg has been a driving force in our marketing community at large — serving on the CADM board of directors and the Business Marketing board for over 11 years. Currently she is an ambassador and member of She Runs It, an empowerment and networking organization for women. She is one of 85 out of 4,000 women selected for Executive Class status. Here she uses her experience to mentor women early in their careers.

And if being an industry trailblazer weren't enough, Meg also rides a motorcycle, has a black belt in hapkido, is an ordained elder in her Church, scuba dives and has jumped out of an airplane. Twice.

And she's one bad-ass Silver Marketer.

**PAT WHEELLESS MENTOR OF THE YEAR**



**Beckie O'Connor**, Partner, Convier Collective

Beckie O'Connor has a can-do, always-willing-to-help approach to business. Beckie mentors across three environments:

*In the office:* She coaches the team through complex technical initiatives.

*With clients:* Beckie authors and delivers training sessions for her clients to teach them how to manage site maintenance and updates.

*In the industry at large:* As Co-Director – Chicago Chapter of SheSays, Beckie contributes a great deal to women in the creative industry through free mentoring sessions and events. Her goal is to help deepen connections between fresh and veteran marketers in the local community.

**The mentor of the year award recognizes a Chicago marketer who is a positive influence in the lives and careers of others.**

Beckie continues to show her passion for mentoring others. In her own words, she truly finds her success in other's success.

The Pat Wheelless Mentor of the Year award recognizes a Chicago multichannel response marketer who has made an outstanding commitment to being a positive influence in the lives and careers of others. The award is named for Pat Wheelless, who is known for her exemplary mentoring skills. Pat was the founder of The Wheelless Group and a consultant to the Wheelless/Bennett Group. She was president of CADM 1996–97.

**EMERGING LEADERS: "EL" AWARD**

Selected by the CADM Board of Directors, the EL Award recognizes up to five emerging leaders with 2–8 years of experience in Chicago's multichannel response marketing community who have significantly impacted their company and/or their community.



**Gen Petrova**, Manager Engagement Strategy, Abelson Taylor

Gen is a marketing professional who understands the inherent need for actionable and insights. More importantly, she possesses an inherent thirst for knowledge and rarely accepts the status quo. She will research a topic and dig deeper into the data to unearth a new angle for a brand win. She encourages her peers, leads by example, and her enthusiastic, positive nature is contagious. Gen is the type of partner you want on your team — to challenge, guide and inspire.

**Alisa Ursiny**, Account Supervisor, CBD Marketing

Alissa Ursiny was recently promoted to Account Supervisor at CBD Marketing and she is a star



on the rise. She acts as the gatekeeper and the agency's primary representative for budgets, timelines, marketing strategy and more. Most impressive is the speed with which she has ramped up on highly complex strategies — speaking with confidence on intricate subjects with senior marketing professionals. She creates an atmosphere of collaboration and thoughtfulness.

**Kylie Knur**, Mission Manager, JJR Marketing



Though she is a recent graduate, Kylie has demonstrated confidence, attention to detail and a proactive spirit. Kylie has shown her skills as a multichannel marketer for several clients, but especially during her time helping Ashley HomeStore (AHS), a Fortune 500 company, with a grand opening. It was her ability to handle on- and off-line resources that made the event a successful one — and drew over 600 visitors to check out the new location. She doesn't just get things done, she does things with heart.

**NATALIE P. HOLMES VOLUNTEER OF THE YEAR**

**Bob Vevang**, Convier Collective



Anyone who has worked with Bob Vevang knows he is hard working, dedicated to those he works with, and always very giving of his time. He has mentored many young people during his career, and even today as he builds his own brand marketing agency, Convier Collective, he continues to carve out time to help CADM retool the Basic Course. He has spent many evenings with the team sharing his insights and ideas so we can craft a course that helps educate marketers on new channels and evolving changes in the marketing industry.

Not only did Bob help update the Basic Course materials, he also spent three days teaching the course at ULINE. He has always found ways to share his knowledge of marketing with young professionals and with the marketing community.

The Volunteer of the Year is chosen by CADM's current president in honor of Natalie P. Holmes, the association's former executive director, who retired in 1992 after 20 years of service. ●

*See the August/September issue of adMarks for more on the Tempo Awards Marketing winners.*

## ★ 2018-19 CADM Superstars ★

Thank you to the following CADM members and friends  
for your generous time, energy, and drive to imagine, create, and implement CADM's programming.

Volunteering with CADM will expose you to a broad cross-section of Chicago's multichannel response marketing community. Join us!  
Contact CADM at 312-849-2236 or info@cadm.org for more information.

Rosann Bartle, DRUM Agency	Casey Gold, SCOUT Marketing	Mary Olivieri, CBD Marketing
Lawrence Benjamin, Oakton College	Lily Harder, Mintel	Jovita Quintela, FCB Chicago
Josh Blacksmith, Kimberly-Clark	Betsy Harman, Feeding America	Phyllis Reda, Ami Marketing
Fiona Blades, MESH Experience	Barbara Healy O'Loughlin, Healy & O'Loughlin Collaborations, LLC	Kirsten Rider, American Bar Association
Mark Bloom, A Willing Participant	Suzy Jackson, Merkle	Pat Riley, Cogensia
Michelle Brandt, DRUM Agency	Brian Jones, Jacobs & Clevenger	Erica Rivera, AbelsonTaylor
Liz Brohan, CBD Marketing	Nathaniel Jones, FCB Chicago	Brad Rukstales, Cogensia
Tom Byrne, Byrne Direct Marketing	Susan Jones, Susan K. Jones and Ferris State University	Joel Schiltz, Cogensia
Jim Carey, Northwestern University	Zach Kieltyka, FCB Chicago	Brad Schwab, Schwab Group
Jake Carter-Lovejoy, Epsilon	John Kissane, Jacobs & Clevenger	Mark Shevitz, CBD Marketing
Lori Colman, CBD Marketing	Marisa Marinelli, Quad/Graphics	Steve Steger, DRUM Agency
Bridget Conley, Allstate	Marilyn Markle, Markle Design Group	Zac Tiknis, Edge Marketing
Kevin Dean, Experian	Randy Mitchell, Boomm B2B Marketing	Amy Toft, Intouch Solutions
Lyle Dundek, Havas	Tim Moore, Epsilon	Adrian Tumiaty, CBD Marketing
Pat Eichten, Eichten Marketing Solutions	Alyson Morris, Feeding America	Jody Van Swearingen, AbelsonTaylor
Annette Fonte, Geometry	Suz Murphy, Consultant-Devry	Bob Vevang, Convier Collective
Chris Gallaher, Jacobs & Clevenger	Beckie O'Connor, Convier Colelctive	Jon Winter, Epsilon
Adam Gilbert, Initiative		David Young, FCB Chicago
Andy Gold, ASG Direct		

We apologize if we inadvertently omitted your name as a 2018-2019 volunteer. Please let us know and accept our sincere thanks.

***We are extremely grateful to all of our volunteers! We couldn't do it without YOU!***

# The Power of Video for Marketing to Millennial Decision-Makers

By Bruce McKenzie

Reprinted from [Biznology.com](http://Biznology.com)  
Read more at [bit.ly/2W27tjk](http://bit.ly/2W27tjk)

In case you missed it, Gen Y surpassed Gen X's share of the workforce a couple of years ago. IDG recently published a report, *Marketing Your Technology to Millennials*, on communication preferences of 20–30-somethings as IT decision-makers (ITDMs). Here are a few highlights from IDG's findings with respect to videos for marketing to millennials in IT.

## 97% watch tech-related videos

In general, millennials use fewer sources of information than their colleagues. It's not that they're uninterested or negligent — they may spend more time doing research, but they're less likely to read your white paper or visit your website. On the plus side (for us video specialists :-), 97% of millennial ITDMs reported watching a tech-related video in the past three months. This includes how-to's, subject-matter expert interviews, tech analyst reports, and product reviews.

Millennials get a lot their information about technology, personal and IT-related, from video.<sup>1</sup>

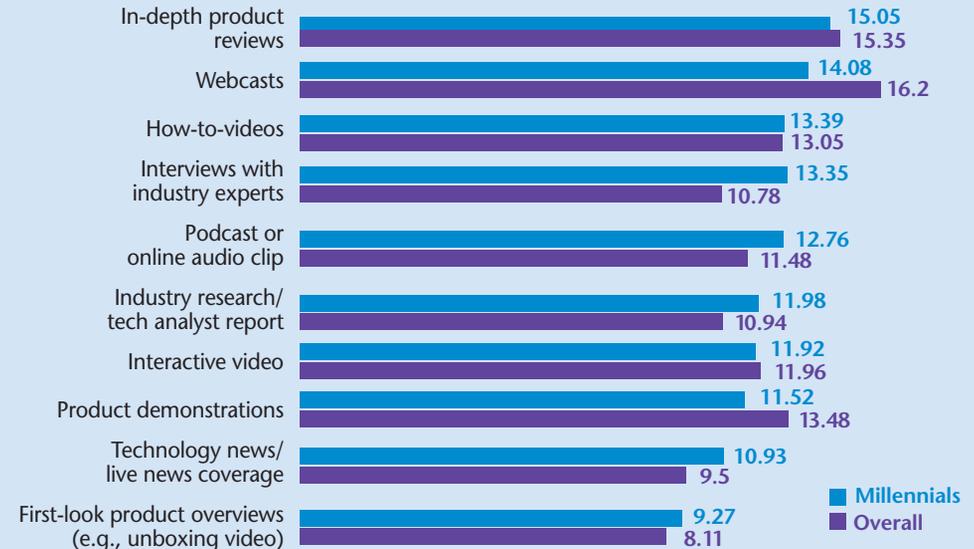
It's worth noting that "tech-related videos" doubtless includes product reviews and unboxing videos on popular channels like Marques Brownlee and UnboxTherapy, so a lot of this viewing doubtless goes to personal technology solutions (phones and drones), not the sort of enterprise technology solutions we specialize in.

## For technology-related videos, YouTube rules

YouTube is top destination for viewing technology-related videos (79%), followed by vendor websites (64%) and tech content sites (58%), and social feeds (34%). Social-feeds-wise, it's worth noting that this group uses LinkedIn for business much more than Facebook, Twitter, or YouTube. Vendor sales teams should take advantage by posting (and reposting) relevant videos routinely.

On a side note, the report points out that millennials are more likely to trust sources that appear in the first page of their search results (36% vs. 16% overall). So video can help with trust issues, too, since Google search results tend to favor YouTube video.

## Time Spent on Video Content Number of Minutes per Video Content Type



Even if you prefer to host your videos elsewhere, don't ignore YouTube. And you might want turn up the energy level of your product demo videos a notch or two, given the predominant style of tech videos there.

## Other significant stats

Millennial IT decision-makers are no different from their colleagues, and, like the rest of us consumers, they value a consistent and relevant buying experience across channels.

- They download an average of eight pieces of informational content during the purchase process
- 83% say they prefer vendors who educate them through each stage of the decision process
- 63% prefer video or webinar demonstrations of products

The data adds up to this: technology solution vendors who want to communicate better with millennials on the buying team should 1) make more videos attuned to later stages of the sales process; and 2) make more user-friendly interactive demo videos with chapters, annotations and stories.

*Bruce McKenzie is a writer with a background in public broadcasting and corporate marketing communications. He pioneered the "2-Minute Explainer" brand video for technology businesses in 2004. Customers have included numerous enterprise technology companies (Cisco, IBM,*

*BMC, Brocade/Broadcom, Software AG, CA Technologies, CompuCom) as well as B2B start-ups. Rebranded "Technology Business Video" in 2017, the company today produces a variety of "tactical" videos to reach buying team members throughout the sales cycle. We take everything marketers want to say and create short videos that communicate stuff buyers want to know. It's basically what good writers do, made visual. Visit [www.techbizvideo.com](http://www.techbizvideo.com) to learn more.*

*Bruce can be reached at [linkedin.com/in/brmckenzie](https://www.linkedin.com/in/brmckenzie) or his website [techbizvideo.com](http://techbizvideo.com)*

<sup>1</sup> IDG: *Marketing Your Technology to Millennials*.

**Renew Your CADM Membership Now!**

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

**Don't lose your adMarks!**

**See [cadm.org/membership](http://cadm.org/membership).**

*CADM sparks ideas, business relationships, and career growth*

## < | 6 Non-Traditional Marketing Tactics to Grow Community *(continued from page 1)*

they're at the top of the funnel, perhaps before they even realize they need your product or solution.

Finding new ways to reach your community should never be sneaky and doesn't have to be difficult.

Here are six creative ways to engage with your community.

### 1 Create a course

Your team has expertise in your industry. So why not use that to create a space where consumers can learn and interact with your resident experts through an online class or course?

You can make it free or paid and, upon completion, provide certificates they can post on LinkedIn and across social media.

This is a great way to claim your space as a leader in your industry, and, at the same time, provide useful information and education for your target demographic.

It's a way to build trust, grow your brand recognition, and build an engaged community around your product or service.

**Tips:** The setup of the course doesn't have to be complicated, and the potential for content is limitless: videos, presentations, blogs, and more all make great course material.

**Get inspiration:** Check out these two organizations who do an amazing job with their educational opportunities:

- HubSpot Academy
- Interaction Design Foundation

### 2 Build an awards program

Recognition of excellence in a community is a fantastic way to celebrate the achievements of individuals and teams, increase energy to the sector and raise the standards of an organization or industry.

The awards industry is growing fast. Why? Awards programs can generate revenue and deliver a strong ROI. They can add value and build engagement in your community and industry.

In terms of your marketing strategy, they can provide a big brand boost, attracting high profile judges and sponsors and generating content for marketing and communications.



**Tips:** Ask yourself some questions to get started, such as:

- What do you want to recognize?
- What will be the prize?
- Who will judge? Will you invite experts in your community or open it to the public?
- What will be the scoring criteria?
- How will you celebrate the winners? An awards event or gala?

An awards program can get complex, but with the right platform, all the hard work is done for you. Check out Award Force, an awards management software that helps you with every step of the awards process.

**Get inspiration:** Check out the British Podcast Awards or the Ocean Conservancy's photo contest.

### 3 Partner with a micro-influencer

Influencer marketing is becoming a very popular strategy with marketing teams big and small. According to a recent study of diverse marketers, 94% said influencer marketing was an effective campaign strategy.

What is influencer marketing? It's a form of marketing where influential people are paid to advocate for a company. You've probably seen them on Instagram. Their posts will state #Ad, letting you know this is for a brand, but that they are in fact standing behind this product or service.

An article in *Marketing Weekly* recently reported that General Mills is investing a third of its digital spend in influencer marketers for its new organic business.

"Industries like beauty are going to lead the way, but we're going to see it across every brand and touchpoint. People don't just buy products, they buy benefits, values and passion points," said Arjoon Bose from General Mills.

You don't have to have deep pockets to hire influencers for your marketing campaigns. In fact, many experts believe that influencers with fewer than 10,000 followers actually offer the best engagement. Known as "micro-influencers" (see *ashby\_the\_aristocat* shown above for example), these accounts are typically more affordable partners.

**Tips:** Working with an influencer doesn't have to involve a lot of money or any at all. Reach out to micro-influencers who fit your brand and messaging. Then, offer trades or free services in exchange for a promoted post.

**Get inspiration:** Open up Instagram and start scrolling, looking out for those #Ads. Watch how the influencers incorporate the product or service in their photo, how their authenticity lends credibility to the brand, and how many people comment or interact with each post.

## 4 Provide webinars

Webinars are a great way to offer useful, actionable tips to your current or prospective customers. According to the Content Marketing Institute, webinar platforms remain in the top five technologies B2B organizations use to manage their content marketing efforts.

A webinar is a scheduled and marketed group chat or presentation, led by knowledgeable experts in your industry, to provide education on a subject. Webinars are typically free and offer people a chance to learn more about a topic that interests them.

**Tips:** Use a service like Zoom to host and record your webinar, which allows for easy content sharing and chat services during the event. This application also makes it easy for question and answer sessions. Be sure to record the webinar and then you can offer it “on-demand” afterward for those who couldn’t make it or for others who are interested at a later date. You can connect the webinar to a sign-up form, perfect for lead generation marketing campaigns.

**Get inspiration:** Check out this webinar from *Search Engine Journal*: “Six Ways to Increase the Life of Your Content with Kelsey Jones.” ([bit.ly/2XJHpLh](http://bit.ly/2XJHpLh)) Note that the landing page offers a quick recap of the webinar, a full recording, and a way to sign up for the next one.

## 5 Develop a podcast

With more than 700,000 podcasts now available, audio is a fast growing segment in many marketing content strategies, and for good reason. Podcasts conveniently provide a unique voice for your brand and product or service.

They can be short or long, feature guests speakers and/or your own team, and provide an authentic feel to your brand.

**Tips:** Pre-record your podcasts so you have each “season” of audio ready to go, on demand. Your listeners can listen when they have time, or even “binge” and listen to many of them in one sitting (or morning jog or commute).

**Get inspiration:** Give a listen to one of these popular marketing and business podcasts:

- *Mixergy*, hosted by Andrew Warner, which features a different successful entrepreneur on each episode.
- *Marketing Over Coffee*, hosted by John J. Wall and Christopher S. Penn in a local coffee shop. Each episode is 20 minutes and features tips on all facets of marketing.

## Podcasting Stats and Facts (2019 U.S. Podcast Statistics)

**51%** of U.S. population has listened to a podcast.

**49%** of podcast listening is done at home. **22%** of listening is done in the car.

Source: [www.podcastinsights.com/podcast-statistics](http://www.podcastinsights.com/podcast-statistics)

Podcast Listeners are **Loyal**, **Affluent** and **Educated**.

**80%** listen to all or most of each podcast episode and listen to an average of **7** shows per week.

## 6 Have conversations on social

This is an often-overlooked part of social media in a content strategy and can take as few as five minutes a day. What’s the best way to do it?

On the channels where you’re active, follow and engage with other accounts. These could be your followers, others in your industry, or accounts that your target demographic might follow.

Spend time in the comments of a relevant post and contribute to the conversation. Provide your opinion or simply engage on the topic the user has addressed in their post.

Take it from marketing pro Gary Vaynerchuk, who believes empathy is the key component of building a community on social, and who comments on 15–20 “heartfelt comments” per day.

**Tips:** Be personable and friendly. Be sure to offer more than a vague emoji, which comes

across as automated spam. Be authentic and have conversations.

**Get inspiration:** Follow @garyvee on Instagram to see how he gets social with his six million followers, plus loads of ideas to keep you on your best social marketing game.

## In Conclusion, It’s About Community

Marketing is about building and engaging your community. In the end, it’s about the people — and how you can provide a helpful service or product to them in a place they can receive it, whether that’s through an audio podcast, an awards program for recognition, or on social media. ●

*Lindsay Nash is the content marketing manager at Award Force, which works to recognize excellence worldwide through management software for awards, grants and employee recognition programs. She can be reached at [lindsay@awardforce.com](mailto:lindsay@awardforce.com).*



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

### How to Develop a Precise Persona for Content Marketing

**Q.** I know that there is a great deal of buzz about consumer personas for content marketing. How do I develop one that really captures my target customer?

**A.** This spring I had the opportunity to attend a two-day Inbound Marketing Boot Camp at Mindscape in Grand Rapids. Mindscape (wearemind-scape.com) is an Inbound Marketing agency and our presenter was its CEO, Pete Brand. In the last issue of *adMarks* I focused on Pete's Web Strategy Planning Template — and here I'll follow up with some of his wisdom about personas.

The Mindscape Buyer Persona Profile Worksheet at right is focused on a B2B customer, but it can easily be modified for a consumer profile. Simply look at demographics and lifestyle measures instead of professional elements.

Once you answer the questions, it should be fairly easy to choose a photo that looks like your persona, and write out a description of the person profiled. Remember that this should be done for each niche within your audience groups.

The idea is to drill down to very specific audiences; not to stay general. This allows you to more clearly identify the types of videos, blogs, podcasts, and other content marketing methods you can best use to intrigue each prospect persona — as well as where to place them.

Now to take your persona to a more emotional level, answer these questions based on what you've recorded in the form:

- What is their intent?
- What is their motivation?
- What are their concerns?
- What are their points of resistance?
- What questions are they likely to have?

Using this template, you should be well on your way to identifying the pains your persona feels and the solutions you can bring to their aid through your products and services. ●

"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! Reach her at [sjones9200@aol.com](mailto:sjones9200@aol.com), or on Twitter at [@sjones9200](https://twitter.com/sjones9200).

### Mindscape Buyer Persona Profile Worksheet

Complete one of these worksheets for each of your main audience groups

Name of this persona:

Job Title:

Industry/Segment:

Age/Education:

Years At This Job:

Reports To (Functional Title):

Identify this persona's most important responsibilities and activities:

- 1.
- 2.
- 3.
- 4.

List the top five obstacles or problems that interfere with success for this persona, as it relates to your products/services.

- 1.
- 2.
- 3.
- 4.
- 5.

What attitudes or beliefs have prevented this persona from considering your products (or category of products) as an answer to these problems?

Identify alternatives that this persona believes will address their problems and/or assist them in meeting their metrics for success.

How does this persona look for new information and ideas that might improve their job performance and operations?

(List all that apply and name specific sources where possible)

Asks analysts/read analyst reports:

Attends industry conferences:

Attends vendor-sponsored events:

Asks a colleague for a recommendation:

Reads whitepapers:

Uses search engines/online research:

Reads vendor collaterals:

Reads online publications:

Participates in online forums:

Reads blogs:

Reviews online news sites:

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