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Response Marketing Community

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VOL. 25 • ISSUE NO. 5 • JUNE '19

adMarks is printed by
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The Tempo Awards is the year's premier opportunity to recognize the best of Chicago's multichannel response marketing — and to mingle with all

TEMPO AWARDS

What: Tempo Awards Celebration

When: Thursday, June 20, 2019
6:00 p.m. – 9:00 p.m.

Where: Alhambra Palace
1240 W. Randolph St., Chicago

Fee: \$105 for Members
\$150 for Non-Members

Registration: Visit www.cadm.org/join-us

the advertisers, agencies and other vendors in the CADM community. Join your colleagues to celebrate and walk the red carpet! ●

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Majority of Consumers Will Only Engage with Personalized Marketing

By Joanna Carter

Reprinted from smartinsights.com

See more at bit.ly/2VDDFhg

Personalization is becoming more prominent in digital marketing, offering an improved user experience by providing information or targeting ads based on an individual's activities and interests. In fact, according to a new report from SmarterHQ, even though 86% of consumers are concerned about their data privacy, 72% also say they now will only engage with marketing messages that are personalized and tailored to their interests.

The report also reveals that Baby Boomers and Gen X are the least trusting of consumers, with Millennials and Gen Z being around 47% more trusting than their older counterparts.

This is likely due at least in part to an increase in high-profile data breaches and the fact that ads start following people around the internet after they have searched for or purchased a specific product.

86% of consumers report concerns about data privacy

BUT

72% will *only* engage with personalized marketing messages

Most Trusted Brands

When it comes to collecting data, the SmarterHQ report found that consumers are happy for companies to store information that will help their future interactions with a brand. The type of data most consumers approve of brands collecting is products they have purchased. This is followed by the categories they've looked at on a site, how long since they last visited the website and their email address.

In comparison, consumers are not happy with their name, phone number or address

CADM Mission Statement

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

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adMarks

(ISSN# 1083-611X)

(USPS # 13036)

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

20960 S. Frankfort Square Road, Suite B

Frankfort, IL 60423

312.849.CADM (2236)

www.cadm.org

Periodical postage paid in Frankfort, Illinois

Postmaster: Send address changes to adMarks c/o CADM

20960 S. Frankfort Square Road, Suite B
Frankfort, IL 60423

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Do You Ever Question Why We Live Here?

Living in Chicago is a love-hate relationship. The majority of the year we question why we live here. But then winter turns to summer (noticed how I skipped spring) and life is good again. The memories of the cold harsh winter fade away and we embrace the city for all it's worth. Street fairs, concerts, baseball and the beauty of Lake Michigan.

You can find good and bad reasons for living anywhere. But one thing you can't find in other places is the people: hardworking, passionate, caring, Midwestern values that are hard to find. That's especially true when you work in an industry like marketing where long hours are the norm and sometimes work isn't as gratifying as the time you put into it. It's always the people you work with on a daily basis who pull you through.

Throughout my career, I've been fortunate to work with some of the best and brightest folks in the business. And, when you work in such a tight knit community such as ours, paths always seem to cross over time.

When you are a member of an organization like CADM, you have a better opportunity to cross paths with former colleagues. You always see a familiar face from the past at our meet-ups and networking events. That's why working in Chicago is so special.

It's time to celebrate the people, talent, and hard work from our city.

The CADM Tempo Award Celebration is the only event that recognizes the people and the work that comes out of Chicago and the Midwest. It's an opportunity to reconnect and celebrate the dedicated individuals who are proud to call Chicago home.

So join your fellow marketers at the **Tempo Awards Celebration on Thursday, June 20** — 6–9 p.m. at the Alhambra Palace, 1240 W. Randolph Street in Chicago.

Tickets are \$105 for CADM Members and \$150 for Non-Members.

You can also reserve a table for 8 for \$1,000, which includes special recognition at the event.

Being a Tempo sponsor is a great way to get recognition for your company while supporting CADM and our community. We have sponsorship packages as low as \$250 up to \$1,000. If you are interested in becoming a Tempo Sponsor, contact Amanda Mehrbrodt at info@cadm.org.

If you're not a CADM member, now is the best time to join. Not only do you get member pricing for the Tempo Awards but you get an extra month of membership if you join in June.

I'm looking forward to seeing all of you on June 20th. And, even though I can't predict the weather, I can guarantee you'll have a great time at the Tempo Awards in the best city to celebrate — Chicago.

Best,

Rosann Bartle

President, CADM

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

SAVE THE DATE!

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 will feature the induction of our new President and Board members. Our speaker will be announced at a later date.

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

Watch for more details at cadm.org/events



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< | Consumers Will Only Engage with Personalized Marketing *(continued from page 1)*

being collected by companies, unless they have voluntarily provided this information.

Amazon is the most trusted retailer when it comes to customer data, with 48% of consumers saying it is the brand or industry they trust most to use their data responsibly. In fact, Amazon beat banks to the top spot, even though financial institutions arguably have stricter rules and regulations to follow when it comes to consumer data.

Among Gen Z and millennials, this trust for Amazon is even greater, with consumers trusting the retail giant 2.1 times more than their banks. This trust in Amazon follows on from previous studies that found that 47% of consumers will go to the retailer if another brand doesn't make a product recommendation that is relevant.

Unsurprisingly, following the number of recent and well-publicized data breaches, social media companies are last on the list with only 6.3% of consumers trusting them with data. On top of this, half of the respondents said that they know someone who has suffered a social media hack.

Data Sharing for Personalization

With Amazon being trusted due to its creation of personalized experience, it could be surmised that brands need to adopt similar methods to assure consumers they are understood and safe. In fact, 90% of consumers are willing to share their behavioural data with brands if it means a cheaper and easier shopping experience.

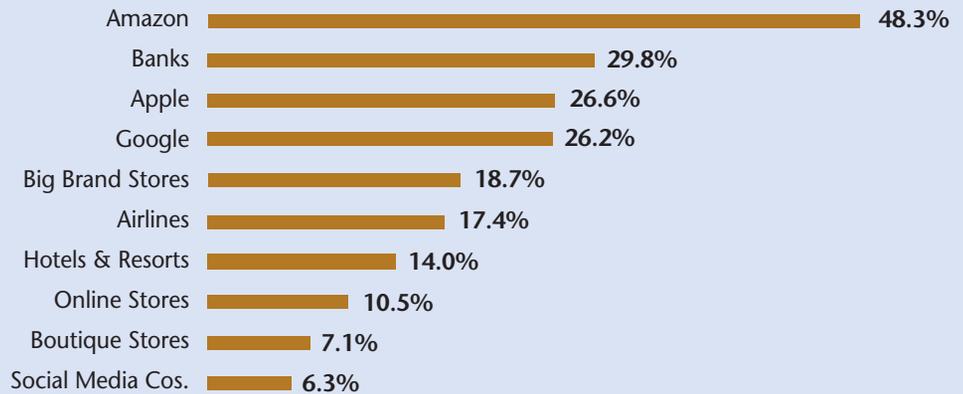
While we already know that 72% of consumers will only engage with personalized marketing messages, 80% of self-classified frequent shoppers will only shop with brands who personalize their experience. In terms of those who are more willing to share their data, women are around 9% more likely than men to give personal information in order to receive a personalized experience.

All of this is despite the fact that 79% of survey respondents say that companies know too much about them.

When it comes to the reasons that consumers share their data, the most popular reason is to receive discounts on products, with 90% of respondents selecting this reason. This could be the form of an email sign-up, with many e-commerce sites offering an immediate discount in return for a newsletter sign-up.

This reason was followed by getting issues resolved quickly and in a hassle-free manner,

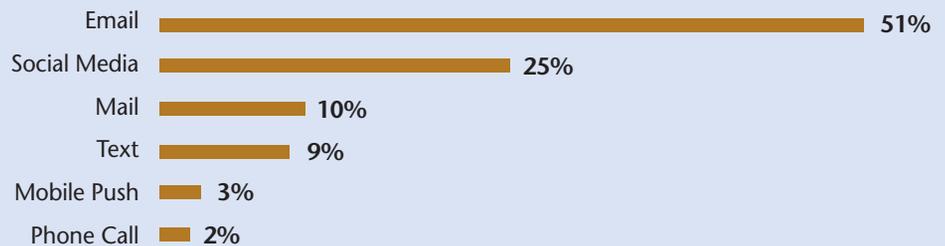
Which of the following industries or companies do you feel confident use your data responsibly?



Reasons consumers are willing to share their data:



What is the best way for a brand to communicate with you?



with 87% of consumers choosing this. The third reason to share data was to get back-in-stock alerts for products they are interested in.

Best Communication Methods

In order to provide personalization while allaying fears around privacy, brands need to look at ways they can accurately and safely collect data. This means being more sensitive when it comes to the way in which consumers want to be contacted. Personalizing messages via consumers' chosen channels is more likely to see results and garner brand trust.

Some 51% of consumers say that the best way for brands to contact them is via email. This is a positive result for marketers, with many

reporting that email is their top channel in terms of driving traffic and ROI.

Another popular communication channel is social media, with a quarter (25%) of consumers saying this is the best way for a brand to contact them. This suggests that tying in your email marketing and social media campaigns could see the best results in terms of ROI while also helping to build trust in your brand.

The least favorite methods of brand communication for consumers are mobile push notifications (3%) and phone calls (2%), showing that brands should allow consumers to engage with them when they feel like it, rather than forcing communication on them.

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1240 W. RANDOLPH, CHICAGO

Tickets: \$105 CADM Members, \$150 Non-Members

Valet and street parking available



REGISTER AT CADM.ORG/JOIN-US

< 4 Consumers Will Only Engage with Personalized Marketing *(continued from page 4)*

When Does Personalization Become Creepy Rather Than Helpful?

As well as finding some methods of personalization unwanted, many consumers find brands' tactics to be "creepy." This can reduce their drive to engage with a brand and make it hard for marketers to regain that lost trust.

The 'creepiest' personalization tactic, according to respondents, is push notifications, which are ranked as being 74% 'creepier' than any other channel. One respondent said of push notifications: "I only want to be advertised to when I am on a website...not randomly on my phone. It's like being stalked." This is worth bearing in mind when you are creating a personalized marketing campaign.

However, not all demographics feel the same way about push notifications. For Gen Z consumers, push notifications are 68% less creepy than they are for other generations, showing that accurate consumer targeting can really pay off for certain groups.

These creep tactics have negative effects, with 63% of consumers saying they will stop buying from brands who use poor personalization tactics. In addition to this, 68% will tell friends or family about a 'creepy' brand experience, resulting in negative word-of-mouth, while 41% will leave a negative review. A third will also post on social media about the experience, with women being 15% more likely to complain about an experience like this using any of these channels.

The top reason for personalization tactics to be viewed as creepy is because they make consumers aware that their data is being used to sell to them, an answer selected by 57.2% of respondents. The fact that consumers don't have an way to opt out was also a big reason for the 'creepy' factor, with 53.6% finding this to be problematic.

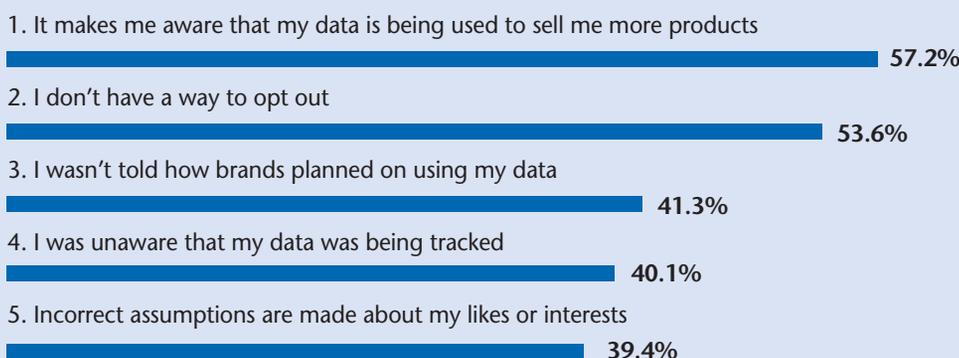
These creepy marketing tactics are also found to be annoying for many consumers, which can mean they are even more reluctant to engage with your brand. In fact, 66.2% say that being targeted too many times makes these activities irritating, with 44.3% saying the same about being targeted for too long.

What these results show is that reducing the chances that consumers become frustrated with your marketing is key. You need to ensure people feel like valued customers. They also need to be able to opt out of personalized communications in order to avoid feelings of being stalked or trapped.

Top 5 Creepiest Marketing Tactics

1. Website chat pop-ups using AI to communicate
2. Push notifications featuring products/brands I previously looked at
3. Push notifications reminding me to re-purchase items that need to be replaced over time
4. Push notifications suggesting products based on things I've bought in the past
5. Advertisements featuring products/brands I previously looked at

Why do you find certain marketing tactics creepy?



Marketing Tactics Approved by Consumers

In terms of marketing tactics that consumers find helpful rather than creepy, here are the top five:

1. Special discounts for products they want, delivered via email or on the website
2. Promotions for products or brands a consumer may like, delivered via email or in digital ads
3. Suggestions for products based on past purchases, delivered via email or on the website
4. Website graphics that remind to re-purchase items that might need replacement, and
5. Reminders of items left in their carts.

When it comes to frequent shoppers, they find these types of personalization to be 25% more helpful compared to non-frequent shoppers.

All of these findings support the idea that consumers want brands to understand them better, including what they like and when they want information. Designing your personalization campaign to offer a smoother, easier and cheaper shopping experience is the aim.

Final Thoughts

In order to truly see the best results from personalization, marketers need to ensure

the tactics they are using are helpful and not invasive. Show that your brand understands what a consumer wants — including when they want to be left alone and have their personal space respected.

With so many consumers being unsure whether they can trust brands with their data, it is important to show that you are using it only in the ways they want. Avoiding forceful and 'creepy' tactics can lead to negative sentiment, which can have a knock-on effect.

Instead, your personalization and use of consumer data should be designed to be as helpful to the consumer as possible. Not only will this deliver the best ROI, but it will also build customer trust and loyalty for the long term. ●

Joanna Carter is a digital marketing executive and the Blog Editor at Smart Insights, overseeing all blog content, social media and SEO strategies. As well as having an MA in Professional Writing, she has more than five years of marketing and content writing experience, working across B2B and B2C industries. Connect with her at [linkedin.com/in/joannammctipton](https://www.linkedin.com/in/joannammctipton).



Is Your Brand Future-Proof?

How AI, Video, and Customer Impatience Will Affect Your Business This Year

By Douglas Spencer

Reprinted from biznology.com.

See more at bit.ly/2O9inRW

The importance of branding grows more critical and more complex each year. Here's what I think brand strategists will have to keep top of mind as we approach the century's third decade.

"Alexa? What's My Favorite Brand?"

If you think that Alexa and Siri are just fads to sell more Amazon.com merchandise or more iPhones, think again. Artificial intelligence (AI) is here to stay — and — it's much further along than most people realize. From bots to robotics, AI is quickly taking over soul-crushing and back-breaking work. As that work shifts, so too will your relationship with your customers and employees. Brands will have to stay ahead of those changes to ensure they stay relevant and competitively differentiated.

Content Continues its Reign

Content has been king for years now and that's not going to change in 2019. What



will change, however, is the form it takes. Content marketing strategies will incorporate more and more video into the mix in order to take advantage of our ever-shrinking attention spans and the platforms behind them (e.g., Snapchat, Instagram, and YouTube). Plus, the power within today's smartphones puts a virtual television studio in everyone's hands. Take advantage of that, now.

Remarketing Backlash

Europe's GDPR (General Data Protection Regulation) was just the beginning. Consumers' patience and comfort level with marketers

following them around like lost puppies will reach a breaking point very soon. In the beginning, remarketing was seen first as coincidence and then as a slight annoyance, like a fly flitting around your head. Brace yourselves, consumers are reaching for their fly swatters and their aim will be accurate. The challenge for brands will be to leverage data about their markets in ways that are effective yet non-intrusive. ●

Douglas Spencer is a member consultant of Consultants Collective, and president and chief brand strategist at Spencer Brenneman, LLC, which helps companies articulate who they are at their core. He is also the author of Do They Care? – The One Question All Brands Should Ask Themselves, Continually, a book that shows business leaders how to create meaningful connections with customers, employees, and others. Douglas is a frequent speaker on how strong brands improve business performance through strategic alignment, employee engagement, brand governance, verbal and visual identities, and more. He can be reached at [linkedin.com/in/douglasspencer](https://www.linkedin.com/in/douglasspencer) or his company website spencerbrenneman.com

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Don't be a Data Hoarder – Why Data Governance Matters



By Stephen H. Yu

Reprinted from targetmarketing-mag.com

Read more at bit.ly/2W6xWju

They say data is an asset. I say it, too. If collected data are wielded properly, they can definitely lead to financial gains, either through revenue increase or cost reduction. But that doesn't mean that possessing large amounts of data guarantees large dollar returns for the collector. Data governance matters, because the operative words in my statement are "wielded properly."

Plus, collecting data comes with risks. When sensitive data gets into the wrong hands, it often leads to a direct financial burden for the data collector. In some countries, an assumed guardian of sensitive data may face legal charges for mishandling it. Even in the U.S., which is known as the "freest" country for businesses when it comes to data usage, data breach or clear abuse of data can lead to a publicity nightmare for the organization; or worse, large legal settlements after long and costly litigation. Even in the most innocuous cases, mistreatment of sensitive data may lead to serious damage to a brand image.

The phrase is not even cool in the business community anymore, but "Big Data" was a magic phrase only a few years ago. In my opinion, the word "big" in Big Data was misleading. It basically implied that "big" is indeed "good" in the data business.

The popular definition of Big Data used to be the Three Vs, as in Volume, Velocity and Variety. So, if varieties of data in large volumes move around really fast, will that automatically be good for businesses? We know the answer by now — that a large amount of unstructured, unorganized and unrefined data could just be a burden to the holder, not to mention posing attendant security concerns.

Unfortunately, with the popularity of Big Data and emergence of cloud computing, many organizations started to hoard data with a hope that collected data would one day turn to gold. And yes, I am using "hoarding" with all of the negative connotations that come with the word.

Hoarders are people who often are not able to throw away anything, even garbage. Data hoarders are the same way. Most datasets are huge because the collector does not know what to throw out. If you ask any hoarder

why he keeps so many items in the house, the most common answer would be "because you never know when you might need them." Data hoarders keep every piece of data indefinitely for the same reason.

"Analytics should be a goal-oriented activity, with carefully selected and refined data for clear purposes."

But if you are playing with data for business purposes, you should know what data are useful for decision-making. The sponsor of any data activity must have clear objectives to begin with. Analysts would then find out what kind of data are necessary to meet those goals, through various statistical analyses and cumulative knowledge.

Only Keep Useful Data

Actually, good analysts do know that not all data are created equal, and some are more useful than others. Why do you think that the notion of a Data Lake became popular following the Big Data hype? I have been emphasizing the importance of an even more concise data environment. (I call it an "Analytics Sandbox.") Because the lake water in the Data Lake is still not drinkable. Data must get smaller through data refinement and analytics to be beneficial for decision-makers.

Nonetheless, organizations continue to hoard data, because no one wants to be responsible for purging what may be useful someday. Government agencies may have good reasons to maintain large amounts of data, because the cost of losing or misplacing data about terrorist activities, for example, is too high. Even in that case however, we should collectively be concerned if the most sensitive data — such as our biometrics — reside in some government agency's server, without clear and immediate purpose. In cities like London or Paris, cameras, linked to facial recognition algorithms, are on every street corner. We tolerate that level of surveillance because the benefits outweigh the risks (or so we think). But that doesn't mean that we don't need to be concerned with data breach or abuse.

Hoarding Data Tempts Brands to Be Creepy

If data are collected by businesses for financial gains, then the subjects of such data collection (i.e., consumers) should question who gave

them the right to collect that data. It is one thing to retain data about mutual transactions, but it is quite another to collect data on our movements or whereabouts, unilaterally. In other words, it is one thing to be remembered (for better service and recommendation in the future), but it is another to be stalked.

Have you ever heard a story about a stalker who successfully courted the subject as result of stalking? Why do marketers think that they will sell more products by stalking their customers and prospects? Since when did being totally creepy — as in "I know where you are and what you're doing right now" — become an acceptable marketing tactic?

In fact, even if you do possess such data, in the interest of "not" being creepy, you must make your message more innocuous. For example, don't act like you are offering an item because you "know" that the customer recently looked at similar items. That kind of creepy approach may work once in a while, but let's not call it a good sales tactic.

Instead, sellers should make gentle nudges. Don't say "I know you are looking for this particular skin care item." The response to that would be "Who the hell are you, and how do you know that?" Instead, do say "Would you be interested in our new product for people with sensitive skin?" The desirable response would be "Hey, I was just looking for something like that!"

The difference between stalking and gentle nudging is huge, from the receiving end.

Through many articles about personalization, I have emphasized the use of model-based personas, as they pack so much information in the form of answers to questions, and cover the gap of missing data. Modeling converts data into probabilities. Raw data is about "I know she is looking for a particular high-end skin care item," where coverage of such data is seriously limited, anyway. Conversely, model scores are about "Her score for high-end beauty products is 8 out of 10 scale," even if we may not have concrete data about that specific interest.

Now, users who only have access to the model score — which is "dull" information, in comparison to "sharp" data about some verified behavior — would be less tempted to say "Oh, I know you did this." Even for non-geeky types, the difference between "Is" and "Likely to be" is vast.

If converting sharp data into innocuous probability scores through modeling is too much for you to start with, then at least categorize the data, and expose data points to users in that way. Yes, we are living in the world of SKU-level product suggestion (like Amazon does), but as a consumer, have you ever “liked” such blunt suggestions, anyway? Marketers do it because such personalization often works better than not doing anything at all, but such a practice is hardly ideal.

Have a Goal for All of That Data

If analytics is part of the process, then analysts will tell you with conviction that you don’t need all those data points for certain types of prediction. For instance, why risk losing a bunch of credit card numbers, when the credit card type or payment method is all you need to predict responses and propensities on a customer level?

The organization must first decide what types of models and predictions are necessary to meet their goals. Analytics should be a goal-oriented activity, with carefully selected and refined data for clear purposes.

A goal-oriented mindset is even more important in the age of machine learning and automation. Because we should never automate bad behaviors. Imagine a powerful marketing automation engine in the hands of data hoarders. Forget about organizational inefficiency. As a consumer, don’t you get chills just imagining how creepy the outcome would be? Well, maybe we don’t really have to imagine it, as we all get bombarded with ineffective and not-so-personal offers every day.

Conclusion

So, marketers, have clear purposes in data activities, and do not become mindless data hoarders. If you do possess data, wield them properly with analytics. And while you’re at it, purge pieces of data that do not fit your goals. You need to know your own goals and what data and methodologies will get you there. ●

Stephen H. Yu is a world-class database marketer. He has a proven track record in comprehensive strategic planning and tactical execution, with a balanced view obtained from more than 30 years’ experience. Currently, Yu is president and chief consultant at Willow Data Strategy. Previously, he was head of analytics and insights at eClerx, and VP, Data Strategy & Analytics at Infogroup. Prior to that, Yu was the founding CTO of I-Behavior Inc., which pioneered the use of SKU-level behavioral data. You can reach him at stephen.yu@willow-datastrategy.com.

5 Reasons Why You Must Advertise



By John Jantsch

Reprinted from DuctTapeMarketing.com

See more at bit.ly/2JodEw2

Sending email is free, creating a Facebook page is free, Twitter outreach is free, cold-calling is free, publicity is free, referrals are free, and advertising costs money.

So why is it that even with all of these wonderfully low-cost and free ways to promote your business I contend that you must make advertising one of your core lead-generation tactics? (Actually one could argue whether anything is “free,” but the items listed above don’t come with an upfront direct cost.)

Advertising is in fact one of the marketing tactics that comes with an invoice. You must write a check to run ads or send direct mail, often before seeing any results. In my experience, people shy away from advertising not just because of the cost, but because they don’t know how to get quantifiable results, and they don’t understand the long-term residual effects. Think about it, if you knew that every \$100 you spent would produce \$200, you would get out your check book and spend away, right?

To get results from advertising today, you must:

- Be laser-focused on a specific ideal client
- Create awareness for valuable content with a call to action
- Measure leads and conversion fanatically.

But, that’s a topic for another article. Today I want to first get the leverage to help you understand why you must keep advertising in your marketing mix, and then we can start to talk about how.

When done effectively advertising is an essential part of mix because:

- 1 **Advertising is the only medium you can control.** If you want your message to hit on the day a product launches or an event is about to happen, this is the only vehicle you control completely.
- 2 **Advertising allows you to target ideal customers only.** When you match a very personal message to a very select audience you get far greater connection.
- 3 **Advertising creates awareness for your content.** The force that drives a great deal of conversion and trust-building these days is educational content — ebooks, seminars and blog posts. Advertising is a great way to help get that content found and consumed once you’ve gone to the effort to produce it.
- 4 **Advertising adds credibility to your message.** Don’t ask me why this is exactly, but every time I run advertising, people comment that business must be going well. The perception that you can afford advertising is often enough to sell and resell prospects and customers alike and makes it easier to get attention for your entire message.
- 5 **Advertising amplifies everything else you’re doing.** When you use advertising to create awareness for your content, you automatically create more awareness for everything you are doing. Journalists find companies that advertise, referral sources remember companies that advertise, people fan and follow and friend from ads, and employees can point to well-placed ads as a source of pride in the place they work. ●

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

Define and Refine Your Web Strategy with Mindscape's Template

Q. I want to make sure our firm has an effective plan for attracting inquiries and buyers on the web. Any ideas on how to get started?

A. This spring I had the opportunity to attend a two-day Inbound Marketing Boot Camp at **Mindscape** in Grand Rapids. Mindscape (wearemindscope.com) is an Inbound Marketing agency and our presenter was its CEO, **Pete Brand**. Pete presented a very helpful Web Strategy Planning Template — and I'll share the highlights here.

SEO, SEM and Web Site

First, Pete suggests that you have your Search Engine Optimization (SEO) in place for organic search, and have a plan in the works for Search Engine Marketing (SEM) through Google Ads. When developing your web site, make sure it is friendly for mobile and tablet as well as laptops/desktops, and make provisions for the numerous specific landing pages you will need to fulfill promises made in your ads, blogs and other communications.

Social Media and Content Marketing

Pete notes that there are many outlets to consider when it comes to social media and content marketing. While not all of these may apply to you and your target personas, it's important to strategically consider the application for:

- Blogs
- Facebook
- LinkedIn
- Twitter
- Podcasts
- Apps
- Instagram
- Pinterest
- Webinars
- Email Marketing
- YouTube

Backlinks

The search engine value of your site rises as you gain more and more backlinks from reputable sources. Here are some of the places you may want to cultivate to link back to you from their sites:

- Blogs
- News Websites
- Guest Blog Posts
- Testimonials
- Speaker Bios
- Expert Articles
- Industry Partners
- Blog Directories
- News Releases
- Affiliates
- Awards
- Galleries
- Infographics
- Events
- Reddit
- Stumble Upon
- Digg
- Joint Ventures

Pete shared the fact that backlinks from a .edu web site are particularly helpful in adding credibility to a site.

WHO	Buyer Persona Description Who is this person?
WHAT	Problems do you solve for this buyer? Why are they buying from you? Actions you'd like them to take: Purchase Enquire Connect Download
WHY	How are you remarkable? Proof: Guarantees, testimonials, press, etc.
WHERE	Where are they? Google, blogs, Facebook, Twitter, etc. Who do they trust?
HOW	Content is King (Strategy) What will you publish? Keywords buyers Google Marketing is Queen (Tactics) Blog, Twitter, YouTube, email, podcasts, e-books, Facebook, newsletter, etc.
WHEN	Things to do this week: ... this month: ... this quarter: ... this year:

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Planning Template

This template helps you make sure you are not missing any important pieces as you set up your plan. You can format it and expand the blanks on the right side to work through each question. The last section is crucial: it has you commit as to who will do what and by when.

In the next issue of *adMarks*, I will continue with more wisdom from Mindscape's Boot Camp and Pete Brand. We'll focus on development of personas and some of the other specifics Pete shared. ●

"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, or on Twitter at [@sjones9200](https://twitter.com/sjones9200).

How to Leverage Pinterest's E-commerce Abilities

It's time for e-commerce marketers to start taking Pinterest seriously



By Tony Tie

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Pinterest is about far more than collecting aspirational pictures of perfectly decorated rooms, stylized desserts, and faraway locales. With the introduction of buyable pins last year, the platform's more than 100 million active users now also flock to the site to shop.

Compared to other social networks, Pinterest users spend an average of 50% more. Many brands are already taking advantage: By the end of 2015, there were more than 60 million buyable pins. In 2016, buyable pins became available on mobile platforms, increasing shoppers' ability to purchase anywhere and at any time.

While other social networks struggle to find ways to convince users to make purchases, Pinterest's visual user interface makes it an ideal showcase for products of all kinds. Research by Shopify found 93% of Pinterest users utilize the site to plan purchases, almost like a vision board.

A Pinterest Home Run

Businesses of all sizes are using pins and boards to effectively market and sell products. Etsy is one major success story — Pinterest makes it easy for the social commerce pioneer's network of independent sellers to use the platform as a seamless e-commerce portal.

Etsy sellers have used the platform for years to display their products. When a critical mass of users was pinning the website's images, Etsy added a Pinterest Save button, which allows users to easily save photos from the site onto Pinterest.

That was in the days before buyable pins. Now, the buying process is even more seamless — when an item is for sale, its pin features an attention-grabbing blue price. Instead of being redirected to a third-party site like Etsy, the purchase is made directly within Pinterest's servers, using BigCommerce, Demandware, Magento, and Shopify's e-commerce platforms.

Transforming Online Shopping

Buyable pins open up a new lane for e-commerce companies that may want to bypass Etsy's (and similar sites') listing, transaction, advertising, shipping, wholesale, and other assorted fees. By not taking a cut of sales, Pinterest even beats Amazon's subscription, referral, and closing fees for both individuals and professionals. This positions Pinterest much better in the e-commerce marketplace than competing social networks.

“By aiming to inform and delight your followers, you'll build a strong network that increases visibility, backlinks and traffic....”

It's only a matter of time before additional shopper-friendly features follow. In fact, with the introduction of Rich Pins, the company is making its internal search experience work more like Google. This free feature embeds maps, recipe ingredients, and other valuable information within images.

In the future, you may even be able to add multiple Buy buttons for situations such as purchasing all the ingredients for a recipe or supplies for a craft project.

Getting Started with Pinterest

All of this may sound like terra incognita, but optimizing a Pinterest board for a healthy ROI is very similar to SEO-optimizing your web page. To get started, follow these three steps:

1. Create a buyer's journey. To successfully utilize Pinterest for e-commerce, it's essential to first determine whether your target audience uses the site. For instance, nearly 70% of the platform's users are female and between the ages of 25 and 35.

What makes Pinterest unique for marketers is that you can determine what stage of the buyer journey a user is in by the location of your pin. If she's viewing a pin on your brand's board, she's likely just becoming aware, but when she repins it to her own board, she's likely in the consideration stage. Once a user reaches the decision stage, Pinterest's Buy button handles the rest.

2. Fill themed boards with great content.

Etsy's evergreen popularity on Pinterest is thanks to the site's enticing boards filled with great content. Guest pins by Etsy sellers, popular bloggers, and even major brands like Martha Stewart Living have all been featured.

And not every Etsy pin is sales-related. Many contain links to points of interest all around the web, not just back to Etsy.com. By aiming to inform and delight your followers, you'll build a strong network that increases visibility, backlinks, and traffic to your Pinterest account and, ultimately, your web page.

Keep in mind that the more you pin, the more engagement you'll get, so try to schedule between 10 and 12 pins per day.

3. Apply for buyable and rich pins. Of course, neither Rich Pins nor buyable pins are available to just anyone. They're additional features brands have to request. The Pinterest for Business site has a waitlist you can sign up for, or you can activate buyable pins on one of the e-commerce websites listed above. Keep in mind that while you won't owe Pinterest any fees for these features, you will need to subscribe to one of the e-commerce platforms.

You'll also need to validate your website to have Rich Pins appear on it. Similar to Twitter Cards or Facebook's Open Graph, Rich Pins can greatly increase the visuals on your web properties using social integration.

We increasingly rely on mobile devices to browse the web — content with eye-catching visuals is 40 times more likely to be shared than text. This makes Pinterest an ideal social platform for e-commerce. If your brand isn't already represented on the platform, what are you waiting for. ●

Tony Tie is a numbers-obsessed marketer, life hacker, and public speaker who has helped various Fortune 500 companies grow their online presence. Located in Toronto, he is currently the senior search marketer at Expedia Canada, the leading travel booking platform for flights, hotels, car rentals, cruises, and local activities. Connect with Tony on Twitter — @tonytie.



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