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Response Marketing Community

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## How to Write a Perfect Award Entry

Everyone works hard all year and when award season comes around we want to enter our best work so it gets the recognition it deserves.

Yes — the work, in your opinion is outstanding. But great creative is only part of what will impress the judges. The other part is writing a compelling entry that tells the story and sets the stage to capture that first place trophy.

So, what's that secret that will capture judges' attention and help set your work apart from the rest? Join us on **October 25th**, when **Kenny Haas** presents "Award Yourself — The Secret to Writing a Winning Award Entry." Read more about how Kenny learned to dramatically increase the chances of having his work "awarded" in his article on page 3, and don't

## NETWORKING/ MEMBERSHIP MEETING

- What:** "Award Yourself" with Kenny Haas
- When:** Thursday, October 25, 2018  
5:30 p.m. – 8:00 p.m.
- Where:** Relax@Club2  
1130 South Michigan Ave.  
Chicago
- Fee:** FREE for Members  
\$40 for Non-Members

**Registration:** Visit [www.cadm.org/join-us](http://www.cadm.org/join-us)

miss this informative and inspiring Networking/Membership Meeting at Relax@Club2, 1130 S. Michigan Avenue in Chicago.

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## What is Friction in Marketing?



By Acadia Otlowski

Reprinted from [hipb2b.com](http://hipb2b.com)

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

When we use the term friction in marketing, it indicates a potential sticking point for a customer in their journey through the pipeline. This could be anything from a hard-to-find newsletter signup, to a form that asks for too much. It could be a muddled CTA in an email or a hard-to-navigate website.

Too much friction in marketing holds your marketing efforts back. When your audience is navigating your content, you should make it easy for them to move through, learn about what they need and advance toward the next step in their journey.

A better way to explain friction is to look at the real-world factors that make it up. The concepts that form this definition of friction can be easily applied to marketing. There are two types of friction: kinetic and static.

### Static Friction

Static friction is when a force between two surfaces prevents those surfaces from slipping or sliding across each other. This is the force that allows a baseball player moving between bases to move forward. Without static friction it would be like the player trying to run on ice.

In marketing, there will always be a bit of friction. It naturally comes with the interaction between a brand and a lead. These minute amounts of friction are what drive your marketing efforts forward.

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## Good Content is About Telling a Great Story

I've been working on a blog titled "Content Tells. Direct Sells." In a nutshell, good content is all about telling a great story. Just like a good book, you can tell within the first few pages if it's going to be worth the read. Does it capture your attention so that you want to continue to invest your time?

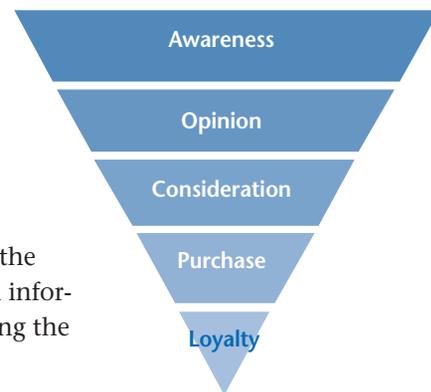
When you write marketing copy about a brand's product or service, use the Purchase Funnel as your outline.

During the "Awareness" stage, your copy needs to help educate readers enough so that they want to find out more. You have piqued the prospect's interest and they are beginning to form an opinion and consider your brand.

It's easier to sell a product or service once you have the consumer's interest. Now your story can move from informational to a more direct selling approach, increasing the likelihood that you will complete the sale.

Once the prospect becomes a customer, your content is even more important. The first 60 days are the time to welcome a customer with valuable content. Provide information about other products and services you have to offer, educational information and value added content. All of these topics start to strengthen the relationship between your brand and the customer. The more they are engaged the stronger their loyalty for the brand and the more likely you are to have a happy (and profitable) ending.

### Marketing Purchase Funnel



### CADM is Looking for Some Good Content

We can never have enough content. So if you have a story to tell about your company or the service you offer, we would like to hear about it. We are looking for CADM members to contribute articles or provide educational content for adMarks and our website. It's a great way to gain added visibility for your company and showcase your advertising chops to fellow members.

### October 25th Membership Meeting

Don't forget, there is still time to sign up for the **Thursday, October 25th Membership Meeting** featuring **Kenny Hass**. He'll be presenting "Award Yourself — The Secret to Writing a Winning Award Entry." The meeting will be held at the Relax@Club2, 1130 S. Michigan Avenue in Chicago from 5:30 – 8 p.m. A special thank you to the Schwab Group who is sponsoring the event.

Keep checking cadm.org for updates, and more details about our Holiday Charity "Giving Tuesday" Event happening Tuesday, November 27.

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](mailto:rosann.bartle@drumagency.com)

## October

- 25 Networking Event/Membership Meeting:**  
**Award Yourself – The Secret to Writing a Winning Award Entry**  
 5:30 – 8:00 p.m.  
 Location: **Relax@Club2**, 1130 S. Michigan Ave., 2nd Floor, Chicago  
 What are the secrets that will capture the attention of judges and help set your work apart from the rest? Find out on October 25th, when Kenny Haas will share the tips and tricks he discovered to crafting a winning entry. Make room in your trophy case and join us for this enlightening and entertaining presentation. You won't want to miss it.
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- Please go to [cadm.org](http://cadm.org), under the Programming tab to Networking Events to see further details.*

## And the award goes to..."

By Kenny Haas



Have you ever worked on a campaign that had amazing results, insights and creativity, and yet you were beaten by lesser entries? It hurts. It hurts your whole team. And people do notice when your work isn't winning.

It was with that challenge that I decided to study what award winners had in common...what makes them different? How are they presenting their setup...their results...their objectives? What are judges looking for in submissions? What separates the winners from the wannabes? What do they know that we don't?

That was 13 years and 123 awards ago (not including the winners I have written for other clients). I learned from some of the best. And THAT is what I will be sharing when CADM and the Schwab Group LLC sponsors "Award Yourself — The Secret to Writing Award Winning Entry." I promise you'll smile a lot, learn a lot and walk away from award season with more shiny objects than usual. Join me on October 25, 2018 from 5:30 pm to 8:00 pm at Relax@Club 2, 1130 S. Michigan Ave., Chicago. ●

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## < | What is Friction in Marketing? *(continued from page 1)*

It's only when you create too much friction in improper locations that you will find it hinders your marketing. To use the example of the baseball player, static friction is the type of friction that occurs when the player's shoe hits the ground, sticks, and propels them forward.

Some friction is good; too much friction means that the runner will get stuck before they reach the plate. Marketing without some friction wouldn't be marketing. Imagine if you never asked your readers to sign up for your mailing list.

They might continue to read the blog happily, but your relationship will never deepen beyond that. You need a little bit of traction for static friction to work. There will naturally be some friction in these moments, enough for the metaphorical player to get started running and keep moving forward.

Some examples of this are a well-made email with an engaging CTA or a landing page with just the right number of fields.

You want to aim to give your potential buyer enough grip without slowing them down. In this case, an overly demanding point of friction would be like a massive glue trap between the bases. Obviously, this wouldn't happen in real baseball, but imagine if it did?

The fans are screaming as the runner approaches third base. When all of a sudden,

he is halted as both his feet stick to the ground. It wouldn't be hard for the other team to tag him out. Conversely, with too little friction, he would end up slipping and sliding as he tried to round the bases.

*There is a natural amount of friction that is critical for the success of marketing. This friction is important to keep your players moving, and also to get them to stop when they reach the plate."*

### Kinetic Friction

This friction refers to the force that occurs between two surfaces sliding past one another. This kind of friction opposes the sliding motion and tries to reduce the speed at which the surfaces slide across each other.

This motion resists the forward slide, much in the same way that a blog post that is just a block of text would prevent a potential customer from reaching their first CTA. Your reader might start off strong and interested, but this sort of friction slows them to a halt. Reduce this friction and you'll increase your chances that the potential buyer makes it all the way through the pipeline.

Poor storytelling can also cause interest to wane, like a baseball player who started sliding

towards the plate too soon. They will start out moving fast, carried by their momentum, but eventually slow down as time passes. This is because of the force of kinetic friction, which resists the sliding motion until the objects come to a stop. You want them to reach home plate before that happens.

In marketing, content that goes on too long can peter out in this way. And beware, any added friction, like a rough patch of ground (or a glue trap from the previous section) in the baseball diamond, will slow customers to a halt. They may never reach the end of the pipeline if you slow them up with too many of these moments.

This is an example when too much friction will slow your leads down on their slide, preventing them from reaching the plate. But without some of that same friction, they would go sliding way past the plate, which is obviously also an undesirable outcome.

As you can see, there is a natural amount of friction that is critical for the success of marketing. This friction is important to keep your baseball players moving, and also to get them to stop when they reach the plate.

You must walk a fine line between too much friction and too little. Too much friction will halt leads from ever rounding the bases, too little and they will never be able to build up momentum in the first place. Use testing to determine when and how to place these sources of friction into your marketing. Observe when a CTA halts leads. From there, reconsider the timing and demand level of your CTAs.

Friction in marketing is important, and you must remember to use enough friction to keep your leads moving. Consider this while you plan your marketing calendar and content strategy. Let us know if these strategies help you hit a home run. ●

*Acadia Otlowski is the editor and copywriter at HiP. She handles writing subject lines and email copy as well as contributing weekly to the blog. Acadia is a journalism major turned marketing enthusiast with a heavy background in research and writing. Outside of work, she is an avid reader and storyteller, as well as a fire performer. You can reach Acadia at [Aotlowski@hipb2b.com](mailto:Aotlowski@hipb2b.com).*

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## 5 Reasons Copywriters Need to Understand Data to Be Effective



By Pat Friesen

See more at [bit.ly/2mUS6tB](http://bit.ly/2mUS6tB)

Ruth Steven's article "How Well Do You Know Your Customer Data?" ([bit.ly/2OrAFxg](http://bit.ly/2OrAFxg)) got me thinking about the important role data has

played in my writing career. I totally agree with Ruth's advice, "It's a real disadvantage, professionally and personally, to shun data."

My fascination with data started with my first job as a catalog writer at Current Stationery. Fortunately, my cubicle was next door to the marketing guys. This gave me the opportunity to have them explain their reports that summarized my copy test results. I learned how to look for winners, losers, and reasons why they won or lost. The experience hooked me on being a writer who writes for results and beats controls.

That's one of the reasons I ask so many questions. I want to understand the data that affects the projects I write. And if it's not included in the creative brief I'm given or project kick-off meeting I attend, I ask for it. I encourage you to do the same. Smart companies understand the value of sharing data

with partners they trust. For example, when I was a senior writer at Fingerhut, the 20- to 30-page Tuesday Report circulated through the creative department each week. This gave us the chance to track how the test mailings we wrote/designed were doing. It included everything from response rates and dollars generated to product returns.

Here are five more reasons to embrace data:

- Data lets you walk in your customer's shoes and understand what motivates a customer's (or a prospect's) behavior.
- Data is a snapshot of your audience — inside and out. If your creative brief doesn't include it, ask for geographic, demographic, psychographic, behavioral, even purchase and search data. All are useful when building a buyer persona. Plus, customer data can help craft more relevant cross-selling messages that focus on customer interests. Amazon does a great job of this.
- Data tells you how and when customers prefer seeing your marketing messages — online and off.
- Use research data, specifically numbers, to help tell your story. For example, Arabic numbers are eye-catching, easy to scan, and difficult to ignore.

- Last but not least, use data to demonstrate the effectiveness of your copy when showing samples to prospective clients...or asking for a raise. Your case is more compelling when you support copy samples with response metrics such as open rates, shares, views, comments, search rankings, average order size and conversions.

As Adam Singer posted on Copyblogger: "The best-paid copywriters in the 21st century won't just be wordsmiths — they'll also be... able to analyze the client's business situation and create content strategically...."

In today's cross-channel data-driven world, writers need to understand both basic customer data and marketing metrics to do our job. It's the difference between being a good copywriter and great copywriter. ●

*Pat Friesen is the author of the bestselling Direct Marketing IQ report, "The Cross-Channel Copywriting Handbook." She writes for direct mail, email, blogs, catalogs, the Web and other direct response media. She's also a sought-after copy coach, workshop presenter and columnist for Target Marketing magazine. Contact Pat at (913) 341-1211 and [Pat@PatFriesen.com](mailto:Pat@PatFriesen.com).*

# Depth.



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## SEO Best Practices: Hashtags or Keywords

By Amanda G. Watlington, PhD

[Read more at bit.ly/2N3ghpo](http://bit.ly/2N3ghpo)

With the popularity and increasing influence of social media, marketers are rushing to select or create just the right hashtags to add to their social media posts. Hashtags, although useful, are not the same as the venerable search keywords and they should not be confused with each other or, so to speak, concatenated in SEO best practices marketing strategy.

Each has its own place. It is my own contrarian view that the marketer has more control over the interpretation of a keyword than a hashtag. The immediacy of the hashtag creates areas of unexpected ambiguity. My recommendation is that marketers should take care in how they select and use hashtags in SEO best practices.

### When to Use a Hashtag

Hashtags should be treated as ephemeral in the same vein as marketing slogans. Because they are short and often require context for clarification of their meaning, they do not have staying power.

You might say: "What about #metoo or #neveragain?" Both have huge current social significance and have garnered tremendous support for the movements they represent.



Many thousands have tagged social media posts or searched social media sites for posts tagged with #metoo or #neveragain. These hashtags have been very useful in providing a vehicle for social engagement. These are examples of hashtags used well.

However, in ten years, will people remember what these were and what they represented? It is hoped that they represent more than just a moment in time. These are powerful examples, and few marketing programs have been able to develop hashtags that have the kind of market power that these represent. Most are barely memorable even in the moment.

Keywords, when used in site content, represent blocks of language that are more universal and less temporal. Keywords are seldom freighted with the social baggage created by their use in social media. They are easily clarified and amplified; therefore, it is my

contention that in site content and meta data keywords are preferential. This does not suggest totally avoiding hashtags in site content, but use them in conjunction with keywords to carry the main meaning.

### The Law of Unforeseen Consequences

Because the social media platforms were not all launched at the same time, most individuals and organizations do not have consistent nomenclature across all platforms. This can create some startling results when hashtags enter the mix.

I am an avid sports fan, and have refereed multiple high school and collegiate events over the years. Currently, my fan fixation is the University of North Carolina's baseball team (basketball season is over, so). The team is known as the "Diamond Heels," a nice play on baseball's diamond and the Tarheels. Fans can follow games and get up-to-date information on Twitter @DiamondHeels. There are also official Facebook and Instagram accounts.

One day, I popped into Instagram and did a quick search for #diamondheels. Lo and behold, there were many baseball images tagged @diamondheels, but they were intermixed with some that were not suitable for office viewing. This is the law of unforeseen consequences at work.

Social media is consumer-generated media where everyday individuals create the message. I doubt the baseball team wants its brand side-by-side with some of these images, but fans placed it there by their use of the seemingly innocuous hashtag #diamondheels. That's because hashtags are not restricted in their use and unforeseen and unseemly juxtapositions will occur.

To prevent such occurrences, marketers must aggressively research and promote the hashtags they want to see used. In selecting hashtags, marketers need to consider just how and where they might encounter the law of unforeseen consequences and try to limit its impact. ●

*Amanda G. Watlington, PhD, is the founder of Searching for Profit, a search marketing strategy consultancy; and CEO of City Square Consulting, a management consulting firm. Amanda is an internationally recognized author, speaker and search marketing pioneer. Her consultancy focuses on using organic search to drive traffic to customer sites. She is an expert on the use of language for search. Her clients have included well-known and emerging brands. She can be reached at [Amanda@searchingforprofit.com](mailto:Amanda@searchingforprofit.com).*



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**MEMBER SHOWCASE**



Look for CADM Board Member **Brad Rukstales** at the DMA in Las Vegas! He is the CEO of Cogensia, a marketing firm implementing data-driven marketing, in Schaumburg, and the Past Presidents' Future Forward winner at this year's Tempo Awards.

Brad will be part of a panel at 11:00 a.m. on Tuesday, October 9th. The topic is "Measuring the ROI of Machine Learning and AI." With the proliferation of machine learning (ML) and artificial intelligence (AI) solutions and marketers eagerness to test and adopt, the need for measuring the return on investment of ML/AI is critical.

This panel will discuss the strategy, analysis and technology available, what are the pros and cons of current solutions and what advancements to expect in 2019.

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## Does the “Appropriate Person” Cold Email Template Work?



By Jeff Molander

Reprinted from  
*TargetMarketingMag.com*  
See more at [bit.ly/2O5VM81](http://bit.ly/2O5VM81)

It's out-of-control popular. It's a darling favorite. It's the widely used, sequin-studded

pop star of cold email templates for B2B: the Appropriate Person cold email template.

“This email helped me land a million-dollar deal.”

“This is the secret to writing one email to land a conversation with anyone.”

Consider this a public service announcement for cold email: This technique does not work in 90%-plus of cases.

Given how many people online claim it does work, I am compelled to share the truth: It doesn't work for me nor our clients.

I'll also share what *is* working lately when using cold email templates in B2B sales. I'll present my (and my collective student clients) experience.

### The Appropriate Person Cold Email in a Nutshell

Boston-based, Peter Mahoney, founder and CEO of plannuh, Inc. puts it this way:

“The basic format looks like this,” he says:

Subject: Appropriate Person?

Hi Bob,

I wonder if you could direct me to the person in your organization responsible for [buying something that is usually not directly related to my job]. My company makes the world's best [thing that I don't really care about] it would really be to your advantage to hear more about it.

My senior vice president (also known as another sales rep) is going to be in your area next week and he would like to meet with you.

Sincerely,

A. Lazy Guy

Senior Executive Salesperson

“They don't really have the right contact for their solution — so they would like me to do their research for them,” says Mahoney.

“There is a popular book in the market today promoting this type of technique,” says Jason Panici, Business Development Manager at CompTIA. “The book is ‘Predictable Revenue...Many modern sales departments are employing the techniques found in it.’”

Panici says the Appropriate Person email is one of many cold email templates sales professionals can use. He recommends it.

However, he says, “Sales professionals are being lazy if this is the only tactic they use to get to the decision maker.”

### Does the Appropriate Person Cold Email Work?

What's the bottom line on the appropriate person cold email technique? It seems to depend on what you sell and to whom. There's plenty of debate.

“Why do you (Peter Mahoney) call the email prospectors lazy?” asked Frank Stellato, VP Sales at American Lazer, in a recent LinkedIn conversation. “Did you stop to think the email was only one method they were using?”

Point taken. But what does diligence of sellers have to do with what matters most — does this approach actually work?

Increasingly, no. Not in our students' experience, nor in my practice.

Inbound emails have gotten so intense Peter Mahoney (a chief executive) set up an automated email filter — targeting subject lines with “Appropriate Person” for instant deletion.

Here are a few reasons why this B2B email template fails. The technique:

- Is targeted for deletion by humans and spam filters (machine learning)
- Signals “I'm not willing to do the homework on your organization” (in an age where research tools like LinkedIn abound)
- Is a cut-and-paste template (contains nothing original/personalized)

So what do others say about this rabidly popular, highly template-able (cut-paste-send) and impersonal technique?

“That whole generic ‘who's the right person?’ approach isn't credible anymore because LinkedIn enables us to see quite a few things about our customers,” says Heather Morgan of Salesfolk.com.

“The idea that you're just looking for the right person, and don't know who it is, is only credible if your prospect has a title that is

very ambiguous or a role that could belong to different titles.”

Cathy Patalas of email provider Woodpecker.co sees it similarly. “When I see the [Appropriate Person] subject line, I know right away what I'll find inside... a sales pitch,” says Patalas.

“I know what the sender will expect me to do in the call-to-action. It feels like an old trick. So my reflex is to ignore, or even delete, the email immediately.”

Jeb Blount is a sales trainer and author of “Fanatical Prospecting,” with plenty (decades) of sales experience under his belt.

“Statistically speaking it didn't work then and it doesn't work now. It is and always has been losing strategy,” says Blount.

In fact, he recently answered a rep using the Appropriate Person cold email with this:

“Dear Ryan:

(Rather than ask if I'm the right person) The better question to have asked is: ‘Is your firm large enough to use our software?’

I visited your company's site — did you visit ours? In the time it took you to write/send me four emails, you easily could have looked at our site, determined we're not a fit, and removed us from your list after the first unanswered contact.

Looks like a cool product for the right customer. Best of luck targeting your prospects.”

### In Defense of the Appropriate Person Cold Email Technique

“In my experience it does work,” says Isaac Liebes of Green Light Energy Conservation.

But only when you:

1. approach someone who actually has the ability to point you in the right direction;
2. present enough compelling information to the incorrect (initial) point of contact — where they now see a benefit to forward the sender onward.

“Your phone call (or email) should start with a phrase that sounds like this: ‘Hi, I'm calling to inquire as to whether or not you're the appropriate person to evaluate our Gizmo 98. If you are not the appropriate person, who would you suggest I talk to?’” says Gil Cargill of Cargill Consulting Group.

“By approaching your customers with this tactic, you are coming across less confronta-

tional and far less like the classic, late-night infomercial, TV pitch salesperson,” says Cargill.

But is the sleazy-sounding salesperson approach the only other option?

### Instead Use Research and Provocation

Ninety percent of B2B cold email templates are...well...templates. They fail to exploit the most powerful conversation-starting tactic available: Proving you’ve done research on the prospect. Showing you’ve done homework takes you into top 10% range.

When you demonstrate “I did my homework” your message isn’t perceived as spam. It’s also not targeted for removal by spam guard systems and machine learning tools!

From this point you can roll forward — avoiding other traps. For example, talking about your clients, listing benefits, positioning yourself as a problem solver...and asking for a meeting rather than a conversation.

So, get to work. Pulling, attracting clients to have conversation with you isn’t easy. Pushing is. Your prospects see the difference in every message you send.

Sales email templates help you customize — not send — faster.

Just like a good call script, effective email templates are easily personalized. Flexible. They use mental triggers.

Scripted call and email templates fail. They’re rigid and sound canned. They’re not relevant nor personal.

Want to start more discussions with buyers — and scale your time? Personalize your templates. Open them up. Allow for insertion of information that:

- Proves you’ve researched the prospect
- Sparks curiosity
- Provokes a reply inviting a discussion

This is what I’m learning from my most creative, diligent students. The truth about what works is in your grasp. Challenge your buyer to invite you into a discussion. Good luck! ●

*Jeff Molander is the authority on making social media sell. As founder of Communications Edge Inc. (formerly Molander & Associates Inc.) Jeff is a master of effective prospecting communications techniques. He is author of the first social selling book, Off the Hook Marketing: How to Make Social Media Sell for You. Jeff is also the creator of the Spark Selling technique — a means to spark more conversations with customers “from cold.” He can be reached at [jeff@jeffmolander.com](mailto:jeff@jeffmolander.com).*

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

## Relevance Raises Response: Bob Bentz on Mobile Marketing

**Q.** Clearly, all of us direct marketers need to keep enhancing our knowledge of mobile marketing and how to implement it successfully. Does one of your experts have some fresh insights on that score?

**A.** I had the opportunity to hear a talk by **Bob Bentz**, author of the book *Relevance Raises Response: How to Engage and Acquire with Mobile Marketing* at the recent Integrate Conference at West Virginia University. Bob came up through the telecom industry and started his business, Advanced Telecom Services, in 1989. Since then he has expanded his sights to text message marketing, a dating business called Spark Network Services, and a recruitment business focused on attracting in-demand nurses and truck drivers via mobile. On his web site, <http://www.bobbentz.com>, Bob provides frequent updates on what's new with mobile.

Bob notes 2015 was the first year where there were more Americans with mobile phones only than those with landlines. He quotes

### Mobile Stats to Inspire Your Marketing

- There will be 5.1 billion mobile phone users in 2018 (WeAreSocial)
- 50% of people check their smartphone immediately after waking up (Omnicores)
- Mobile use is most popular between 8 p.m. and 12 a.m. (SmartInsights)
- By 2019, mobile advertising is expected to represent 72% of all U.S. digital ad spending. (MarketingLand)
- 80% of users access their email accounts exclusively from mobile devices (ImpactBound)
- 16% of US internet users will go online exclusively via mobile phones in 2018 (eMarketer)
- 82% of customers use their mobile phone to help make a decision when purchasing in-store (Omnicores)
- Consumers are expected to spend \$930 billion US dollars using mobile payment applications (UpWork)
- 32% of consumers wish it were easier to complete purchases on mobile websites (Jody)
- 75% of consumers want to use NFC payment technology when in store (BrickAndMobile)
- 87% of millennials state that their smartphone never leaves their side (KPCB)
- 75% of millennials prefer to communicate via text about appointments, coupons and deliveries (CustomerThink)

– From [thehub.smsglobal.com](http://thehub.smsglobal.com) by Wayne McMahon

emarketer.com that in 2018, American adults are spending 3 hours +23 minutes average daily with their mobile devices, and that figure is growing year by year. He says that on May 25, 2015 and for all time since, mobile search by consumers was greater than desktop search. What's more, he notes that two-thirds of all e-mails are now being read on mobile devices rather than on desktop.

With that said, there are clear advantages to mobile as Bob reports:

- The closest you can ever get to your customers
- There is no prime time anymore — the audience we have today at 5 a.m. on mobile is bigger than prime time TV ever was
- Mobile allows for geotargeting
- Mobile allows for geoconquesting (*i.e.*, you can lure people who visited big box stores to go to local lumberyards using mobile messaging)
- Timeliness (*i.e.*, send a message at 11 a.m. to intrigue people to come to your restaurant for lunch)
- Multiple ways to connect — text message, mobile ad, push message on your app

### Getting Started with Mobile

While there are several types of messaging that marketers can adopt, Bob says that if you can only do one thing, it should be **SMS (Short Message Service)** texting. It has great ROI. **Premium SMS**, where the marketer charges the customer to access their content, works in every country except the U.S., where it is banned except for use by non-profits and politicians (think fundraising).

**MMS (Multimedia Message Service)** allows you to send a voice file, video or image along with your text message. Bob reports this is very popular in the fashion world. **RCS (Rich Communication Services)** providing multi-media and polling, and Text to Landline are other forms of mobile marketing. **Text to Landline** allows you to send a text-type message to someone's in-home phone number. It comes through your computer as a text. **OTT (Over the Top Services)** include WhatsApp and iMessage.

Bob reminds us that these types of messaging really work because they are opt-in. The consumer agrees to receive these messages and therefore is especially receptive to them. For example:

- 90% of all text messages are opened and read within 15 minutes of receipt
- 97% of all text messages are opened and read eventually

...compare that to an average e-mail open rate of just 22%.

Bob notes that text messaging is not just for consumer marketing. He recommends sending texts to businesspeople at three minutes before the top of the hour because that's when they are checking their phones before their next meeting starts.

For more of Bob Bentz's mobile marketing wisdom, stay tuned for the November issue of *adMarks*. ●

"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](mailto:sjones9200@aol.com) or follow her on Twitter @sjones9200.

## Direct Marketers Make Stronger Digital Marketers

By Ted Grigg

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Hiring managers do not understand the strengths offered by experienced direct marketers. I see this in the job descriptions that specify channel expertise. Which one do I see the most often? Digital marketing.

Think about the implications. Would you entitle your new marketing position as “TV marketer,” “direct mail marketer,” or “print advertising marketer”? Of course not. These roles are and always were too confining. You would instead create roles for “brand marketer,” “positioning marketer,” “general advertiser,” “direct marketer,” and so on.

So why limit your marketing scope to specific channels?

As a starting point, let’s first agree on the attributes of a talented direct marketer.

1. Knows that the goal of marketing expenditures requires increasing incremental sales and profits.
2. Understands that one-to-one selling drives content.
3. Designs advertising that track sales to a specific channel mix.
4. Believes that all customer and prospect contacts should reflect previous purchases and inquiries.
5. Believes that the contact database drives new marketing initiatives, analytics and program ROI evaluations.
6. Studies and comprehends the evolutionary nature of the buying process of the company’s customers.
7. Knows the proper uses of the various channels and tools of the trade including CRM systems.
8. Focuses on customer needs and response patterns.
9. Builds close relationships with finance, IT and other top executives.
10. Supports appropriate personal and staff training at every opportunity.
11. Insists that top executives and team members support the marketing objectives and keys strategies.



12. Understands the need to test all strategies rolling out successes and killing failed tests.
13. Champions both bottom AND top line revenue projections so long as they are achievable.
14. Uses every available channel to achieve the ROI objectives.

Unfortunately, top job descriptions reflect a channel preference emphasizing digital media. As a result, marketers have little training in database marketing and critical direct response.

What we have today are hiring managers who hire marketers based on narrow parameters. This assures shallow programs with few expansion opportunities.

True expertise in marketing does not rely on the flavor of the day but proven methods. The more experience the candidate has with test failures and successes, the better.

Don’t sacrifice true depth of expertise for narrow specialization. Direct marketing experts will handle both the short and long term objectives.

I have always wondered why the term “direct marketers” says “direct mail” channel specialists to so many people.

Experienced direct marketers come with many multichannel experiences. They include traditional media, digital media, print, telemarketing, database marketing and direct mail. Companies need eCommerce expertise, relational database planning, and traditional media know-how more than ever before.

Here’s my point. Direct marketers are not media specialists, they are direct marketing

strategists. They understand the strengths and weaknesses of all channels.

Direct marketers balance media expenditures for highest possible response rates.

In my estimation, we tend to recommend what we know rather than what the goal demands. Concentrating too much budget on a single channel weakens long-term growth and profitability.

Even direct mail specialists do not know as much about lettershop processes as suppliers. Printers and

direct mail package formatters provide the tactical knowledge for direct mail specialists. What about postal regulations? No direct mail expert knows everything there is to know about postal regulations. He also knows lists and creative development that go into beating direct mail controls. Then there is the testing strategy, the analytics, and interpretation of the response information.

In the same way, digital media technicians should not attempt to be all things in digital media. Digital media specialists rely on supplier expertise. What all high-level marketers need is a strategic perspective and not a channel focus.

The successful direct marketer leads the marketing strategy to include the appropriate channels. This achieves the company’s sales and profit goals.

Hiring managers with a single focus on channel overlooks the need for strategic thinking. Hiring managers should broaden how they evaluate their candidates. Think big picture rather than a specific channel. In the end, you will be glad you did. ●

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

*Ted has written a number of articles and conducted seminars on marketing techniques. Call Ted directly at 972-459-6868 or check him out on LinkedIn at [www.linkedin.com/in/tedgrigg](http://www.linkedin.com/in/tedgrigg).*



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