



Chicago's Multichannel
Response Marketing Community

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REPUTATION THAT SEO WILL LOVE

Third-Party Data: Completing the Picture

Third-party data is any information collected on a web user by an entity that is not the primary contact or relationship with the user. Often, third-party data is generated on a variety of websites and platforms and is then aggregated by a third-party data provider such as a DMP (data management platform).

DMPs are able to create comprehensive profiles by aggregating data from a lot of sources. These profiles contain information on users' web interactions and behaviors, which are then used to categorize and differentiate them. Data providers sell this aggregated, anonymized data to facilitate targeted ad buys, allow marketers to target and tailor communications, and other uses.

Third-party data provides a depth and breadth of information that can't be matched by first-party data, and complements it in important ways.

Our Tuesday, April 23 membership meeting will feature **Kevin Dean**, Experian, who will discuss:

APRIL MEMBERSHIP MEETING

What: Third-Party Data
Speaker: Kevin Dean, Experian
When: Tuesday, April 23, 2019
 5:30 p.m. – 8:00 p.m.
Where: Cogensia,
 100 W. Hillcrest Blvd., Schaumburg
Fee: FREE for Members
 \$40 for Non-Members
Registration: Visit www.cadm.org/Events

- What can we learn from third-party data?
 - How does this data work across different marketing channels?
 - How can we as marketers get the most value out of third-party data?
- and more actionable insights.

All CADM members attend free: the non-member price is \$40. You'll want to save the date for this informative event! ●

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LAST CHANCE TO ENTER — FOR YOUR NIGHT TO SHINE!

Tempo Awards Entry Deadline Extended to March 15!

See more on page 5 inside and at cadm.org

Why Problem Solving is the Golden Ticket for Your Marketing Efforts



By John Jantsch

Reprinted from
DuctTapeMarketing.com
See more at bit.ly/2F3ZIUW

People are always going to have problems, so as a marketer or business owner, your job is to solve those problems for your ideal clients. This really is the key to business success.

Here's the thing: problem-solving is easier said than done. You can't take this lightly and can't just go halfway with it because people will always look for better and faster ways to get what they're looking for.

I'm not going to sit here today and tell you how to build your product or service — that's your job. But I am going to give you helpful tips on how to market it.

Why People Buy

It never gets easier to hear this, but at the end of the day, people don't want or care about what you sell. All they care about is that their problems are solved, and your products or services are simply a means to an end.

Some of the most successful and satisfied entrepreneurs I know figured this out early.

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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Delivering Relevant Content for Members

As marketers, we know that a more personalized journey leads to deeper relationships with customers. The more relevant the content, the more they will engage with your product or services.

I'm sure many of us have had a great brand interaction, one that gave a moment of surprise and delight. Mine was on my last birthday. A mailing from Southwest Airlines appeared in my mailbox. I thought it was more drink coupons (which are always appreciated). But this time it was something even more valuable. I reached A-List status. It was one of the best gifts I received. Although, I earned the A-list status through my extensive travel, it's a great example of how a brand connects with customers — and the main reason I love flying Southwest Airlines.

The fact is the more you know about customers, the more opportunities you have to make a personal connection.

That's a major reason we recently reached out to current and past CADM members with a survey. We wanted to hear your opinion on how to improve the content CADM delivers and be that organization that connects you to thought leaders in our marketing community.

I'm happy to report that the majority of members feel CADM is a good value and enjoy the content provided in CADM's monthly newsletter *adMarks*. People would like to see more networking events that focus on future marketing trends and have the ability to view this content online, if the time or location does not fit their schedule.

We appreciate your input and have started to improve the way content is delivered to members. For instance, in February we had our first networking event hosted downtown at Enova and simulcasted in Schaumburg at Cogensia. That gave members in the city and the suburbs the opportunity to attend.

In January, the AI Networking event was live streamed. It was the first time members got to watch a CADM event online, in real time. We hope to do more of this — and continue to improve our technology and skillset — in the future, to help members take full advantage of CADM benefits.

As always, your feedback is welcomed at any time. We continually look for ways to improve our content and communication with our members.

Best regards,

Rosann Bartle

Ignition is our mission.

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

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

March

15 **LAST CHANCE! Tempo Awards Entries Extension!**

April

23 **Membership Meeting**

Presentation on Third Party Data by **Kevin Dean**, Experian
5:30 – 8:00 p.m.

Cogensia, 100 W. Hillcrest Blvd., Schaumburg
See page 1 for more details. Visit cadm.org/events to register

May

TBD **Social Meet-Up at Pinstripes**

5:30 – 8:00 p.m.

Pinstripes, 435 E. Illinois St., Chicago
Visit cadm.org/events for more details and to register

June

20 **Tempo Awards Gala**

6:00 – 9:00 p.m.

Alhambra Palace, 1240 W. Randolph St., Chicago
When Chicago's Marketing Stars Come Out.

The CADM Tempo Awards honor Chicago's finest multi-channel performance marketing work and professionals. It's your moment in the spotlight along with the top ranks of our industry.

Please visit cadm.org/events to register and for more details

NIGHT TO SHINE



Seeking Tempo Awards Judges

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

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

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

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

Review works by leading advertisers, marketers and agencies. Contact CADM at info@cadm.org or 312-849-2236 to volunteer or request more information.

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< | Why Problem Solving is the Golden Ticket *(continued from page 1)*

They weren't necessarily after all the fancy bells and whistles that could have come with their products and services at the beginning. Instead, they were obsessive in solving their customer's problems. Once they learned how to do that, they could add the "cool" factors.

Your customers don't often know how to solve their problems, but they often know what those problems are, which is why they are searching for solutions like yours.

Show them that you are the answer they are looking for and the experts equipped to make their pain points go away. As a marketer or business owner, that's all you need to do.

How to Discover Problems

Do you have the answers to the following questions (this is a long list, but to truly be effective, you'll want the answers to each and every one of them):

- Who are you selling to?
- What are their goals and dreams?
- How do they gather information to solve their problems?
- What are some things that are important to them?
- Do you know what the biggest unmet need is in your marketplace?
- What is the biggest pain point your customers experience?
- How hard have you worked to try to solve their problems in the past?
- Why is the problem so hard for them to solve?
- Who else is trying to solve the problem and how are they approaching it?
- What does success look like for them?
- What might hold them back from buying a product or service?
- How do they come to a purchase decision?

To truly get the answers to these questions, and understand them front to back, start your research by sitting down with current customers and simply ask them directly.

Additionally, look at online forums and sites they visit and see what they're talking about. Take a look at your emails, look at your online reviews, and chat with your sales team to pinpoint common complaints or issues your customers are having. You'd be amazed at



"You're giving people one more reason to trust you and see you as an authority in your field that has their back — and providing real value."

the amount of information that can come from those sources.

How to Effortlessly Include Problem-Solving in Your Marketing

• Refocus your messaging

Your ideal customer should always be top of mind and it is imperative that your message is directed to them and resonates with them.

They want to see a message that revolves around solving their problems. It should be clear and concise so that they have little doubt as to how you can help them.

It's not uncommon for businesses to focus on themselves, products, and services in their messaging. It's important that you scan your content and refocus your message on your customers and the problems they want solved.

• Create trigger phrases

This is a bit time consuming, but worth it. Break down the solutions you sell and the benefits of what you do. Map these back to what I like to call "trigger phrases." These should be attention-grabbing statements or questions and should come from the point of view of your customer, not your own.

• Develop an attention-grabbing headline

Take a second and write a bold statement that might be the first thing anyone who visits your website will see and test this headline with your ideal clients. Ask them to be honest and details in their feedback.

Online reviews can also provide valuable insight for writing these headlines. They can often write your promise for you.

• Be educational and informative

Be helpful with the content you create, even if it doesn't directly discuss your products or services. Show that you are knowledgeable on the issues they face, in a variety of formats. Content is essential to any business today so get started on writing blog posts, creating how-tos, recording videos, and so on. Through content, show them that you are experts and will help make their pain points go away. Providing actionable advice can go a long way.

• Make your prospects' and clients' lives easier through content upgrades

As part of your lead generation efforts, provide valuable information through content upgrades that people can download by giving at the very least their email address. This allows you to nurture them with additional helpful information down the road, which will continue to remind them that you are there for them and have the answers they are looking for.

• Be responsive to comments, emails, and social media

Remember, these channels should not be one-way streets, they should be conversation tools. By responding quickly and providing thorough answers on these platforms, you're giving people one more reason to trust you and see you as an authority in your field that has their backs — and providing real value.

• Dive deeper than basic keywords

Keyword research is essential for speaking to and getting your audience's attention, but to really have an impact, focus on long-tail keywords to really get targeted and get to the root of your community's problems.

• Personalize your lead generation efforts

While problem-solving in itself will help drive you towards success, to really make an impact in your market, you must be unique and creative in how you solve these problems — because everyone in your industry is trying to address the same problems. But problem solving done as the basis for your entire business can truly be the golden ticket. ●

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. You can reach him at DuctTapeMarketing.com.

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How Bill Gates, Jessica Alba, and Other Famous Founders Learned From Crucial Mistakes

By Kayla Matthews

Reprinted from Inc.com

See more at <http://bit.ly/2SzjGee>

Everyone makes mistakes. Even the best of the best.

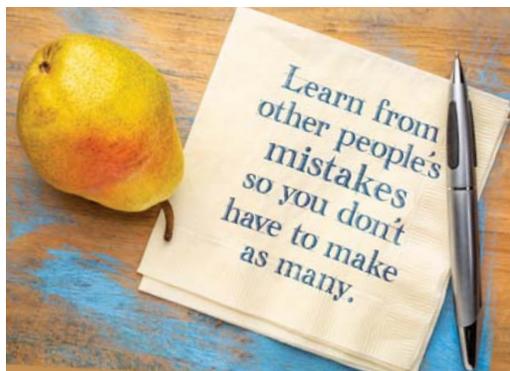
If there's one thing that's certain about any entrepreneurial venture you get involved with, it's that you'll make mistakes. The crucial thing to do is understand what those shortcomings can teach you and improve your methods to avoid making them again.

Below, I'll look at six of the most common mistakes entrepreneurs make and see what some famous founders who experienced them did to eventually find success.

1. Failing to Adequately Test a Product or Concept

Most products go through countless hours of testing before their developers show them to potential clients. However, even when that happens, they still might not work when it matters most.

Bill Gates and his business partner Paul Allen built a microprocessor that could analyze vehicular data taken from the traffic counters



placed on the pavement. However, when the time came to show the product to representatives from Washington who planned to use it for their traffic engineers, the computer didn't work during the demonstration phase.

Gates and Allen retooled their approach in 1975 by learning to write software, ultimately leading Gates to start Microsoft. This example goes to show how if an initial idea fails, you shouldn't give up.

2. Making Snap Judgments about What Customers Want

It can be easy to assume you're fantastic at analyzing unmet needs in your target market —

so good, in fact, that there's no need to verify your findings with potential customers.

Robin Chase, co-founder of Zipcar, confesses that she and her team fell into that trap when launching the business before getting customer feedback. They spent too much money before checking with the target audience, which made it necessary to spend precious time going back and redoing aspects of the company's website and software to make them more customer-centric.

3. Not Being Focused Enough with a Plan or Pitch Deck

When you present an idea to investors, they want to see you've thought things through at length, but usually get bored if you're too long-winded. It's best to keep things as concise as possible. Actress-turned-entrepreneur Jessica Alba, founder of The Honest Company, found that out the hard way when she tried engaging with investors by using a 50-page pitch deck.

Approaching potential financiers with such a great deal of material didn't work well, and eventually, Alba realized she needed to get more to the point. She thinned out her pitch deck to just 10 pages, and that obviously worked. Today, her company is worth around \$1 billion, and serves consumers in the United States and Canada who love natural products.

4. Having Difficulty Winning Over Big Distributors

Many people are scared of making mistakes, and perhaps you can relate. Sometimes though, mistakes can be good for you. They can help you overcome fears and highlight opportunities for growth. The latter was true for James Dyson, the man now associated with an upscale vacuum brand.

In the 1970s, Dyson had what he thought was an excellent idea for a revolutionary kind of new household cleaner. However, the brands he approached to distribute it didn't agree. Dyson's mistake was that he was unable to connect with major companies enough to convince them to sell his vacuum.

However, in the 1990s, Dyson decided to start his own company instead. By doing so, he eventually became a billionaire. In his case, he took a different approach to getting his project on the market, and it worked. That goes to show how persistence often pays off.

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312-849-2236 or info@cadm.org

5. Coming Up with an Idea That's Ahead of Its Time

Entrepreneurs are typically visionary individuals by nature, but that sometimes means they think of possibilities the market isn't ready to accept yet. Did you know Walt Disney's Epcot theme park was supposed to be a futuristic city? Many so-called "smart cities" are capturing the headlines and people's imaginations now, but Disney's Epcot idea never took off, so it was only ever a theme park.

However, instead of getting so discouraged by the perceived failure and giving up altogether, Disney revamped his approach. Many of Epcot's attractions focus on futuristic concepts, so even though the original plan didn't come to pass, Disney still managed to show theme park attendees what's possible.

6. Being Too Similar to Other Brands

With his net worth of several billion dollars, some people would assume Richard Branson has always been successful. However, some of his ventures have failed or had unexpected setbacks. One of them didn't work because it wasn't different enough from what was already available.

Branson started Virgin Cola with the aim of surpassing Coca-Cola in popularity. Early taste tests were promising, but the brand wasn't unique enough for long-term success. Virgin Cola was not Branson's only failure, but the entrepreneur has learned to stay flexible, which has proved to be an immensely helpful trait.

The entrepreneurs profiled above eventually succeeded by being willing to make adjustments and not allowing failures to make them give up altogether. By having the same mindset, you will be more likely to overcome obstacles and find success too. ●

Kayla Matthews is a contributing writer to Inc.'s Innovate channel, and a researcher, writer and blogger covering topics related to technology and productivity. She is the owner of Productivity Theory.com and Productivity-Bytes.com, as well as a regular contributor to MakeUseOf, VentureBeat, The Huffington Post and The Daily Muse. In the past, her work has appeared on Quartz, The Next Web, Lifehacker, Mashable and others. Kayla can be reached via kaylaemattthews@gmail.com or at LinkedIn: linkedin.com/in/matthewskayla

AI-Generated Content

By Steve Steger

Associate Creative Director, DRUM Agency

Fast, Affordable — and Boring

In business, efficiency is primary. Completing tasks in fewer hours is a proven way to boost profits. So there's a natural urge to gravitate toward anything that can speed output. In content creation, the buzz these days is around AI (artificial intelligence). Content can be cranked out at an amazing rate. But what do those articles say about you?

How AI Content Generators Work

There are many programs available (Articoolo, Article Forge and AI Writer come to mind) but most work pretty much the same way. You come up with a basic idea, headline or phrase, and enter it into the AI software. From there, the program analyzes and models the context of your topic. Then it scours the Web to find the best base of online resources related to the topic, extracts opinions from the various sources, and identifies common keywords. From there, it restructures and rewrites the existing content into one coherent document. Presto! You have a new document or post.

It literally takes just a few minutes to produce content for your website using an AI content generator. That is far faster than any writer could produce. And the monthly fee for AI content generators is relatively inexpensive.

Why Sound Like Everybody Else?

But AI Content Generators have several big drawbacks. Most important, the content isn't unique. It's simply an amalgam of what is

already out there. To potential customers reading the post, you sound like everyone else. In other words, boring. That's poison for your brand image. With AI-generated content, there's nothing unique about what you have to say. Second, the tone or writing style may not match the rest of your site, so the post may seem odd or out of context without extensive rewriting.

Right now, if you want to be seen by potential customers as providing a unique value or perspective, an AI Content Generator is going to come up short. Will it be viable in the future? Maybe. But that's not the case today. You could use the software to get a first draft, and then have someone tailor the content to suit your perspective and tone. But if you're planning on using the technology for plug-and-play content, you're in for a big disappointment.

Blog Content Idea Generators

Another way companies are using AI is to generate content ideas. In this scenario, writers enter keywords into a blog content idea generator (for instance, HubSpot's Blog Topic Generator, Impact's BlogAbout Title Generator and Portent's Content Idea Generator) that quickly kicks out a range of search engine friendly titles.

It will be interesting to see how AI shapes the field of writing in the next few years. Much like word processing programs before it, the technology should make writers even more efficient and help them connect with readers in ways we are only beginning to imagine. ●



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How to Reboot Your Facebook Page for 2019

Facebook's recent turmoil does not mean your page is worthless.

Here are tips to protect your brand's investment — and make your customers happy



By Pierre DeBois

Reprinted from *DMNews.com*
See more: bit.ly/2DIV3eM

I want to talk about the current moment of “Facebook Flaws” — recent high-profile errors by Facebook — but not from the usual angle. Some marketers worry that users’ concerns about Facebook may impact their pages. In fact, marketers should see this critical moment as also a moment to re-examine their page engagement and enhance customer experience.

Those “Facebook Flaws” have been clearly highlighted. Much of the criticism has centered on security (the hijacking of 90 million accounts) and vetting third-party developer access (Cambridge Analytics, notoriously, as well as developer access to the Facebook Photo API).

Facebook has learned the hard way that when you have something valuable — the attention of 2 billion people on a digital platform — bad actors come like ants to the picnic.

If you put aside the criticisms, however, you will find moderately good reasons for refreshing your page. True, Facebook has reached a peak for high user acquisition growth. It’s a condition that many of the other social media platforms reached in 2018, and it won’t change for 2019. Social media is ten years old, so as in most industries, growth slows. In fact, younger platforms like SnapChat and Instagram, which have attracted young adults, are the current top players.

But reaching peak user acquisition means retention tactics are now essential to connecting more deeply with existing users. There are features which can help ensure that posts are being shared and seen by real people, and ultimately attracting meaningful opportunities for sales and building brands.

Social media platforms have been responding to peak user acquisition, and the response has dovetailed into their recent responses to fight fake news. In adjusting its algorithms over recent years, Facebook has been rewarding pages that contain higher engagement and quality content with increased visibility in the news feed. Pages that demonstrate limited fan engagement, and poor content, lose positioning in the news feed. Twitter, another social media veteran, has made similar adjustments.

Thus marketers should be encouraging more dialogue on Facebook pages, so that page posts — and pages — are discovered naturally.

“Make sure the main website or app download page contains the Facebook ad pixel. The pixel is essential for measuring visits from your page to your site.”

So what guidance should marketers give to page administrators to improve engagement? Here are a few ideas.

- Consider creating a Facebook Live series, with topics that entice people to participate. You can plan videos that cover how to meet a challenge that customers encounter using your product or service. Avoid lengthy awkward pauses and plan talking points for a natural ten minute conversation. Facebook Live can stream for a longtime — Facebook allows up to four hours — but marketers should select a balanced time: longer than a SnapChat, but not overwhelming for fans. The key is to select helpful ideas so that people can keep commenting; even after the broadcast time is past and the stream ended (fans can view the video at any time). A live series can demonstrate how your brand stays up to date.
- Marketers should deploy paid media for a page, or for particular posts that best represent the page. Ads can be targeted to the interests that your page fans share. New ad features such as Facebook Stories Ads can also allow imagery that explains the appeal of your page.
- Make sure the main website or app download page contains the Facebook ad pixel. The pixel is essential for measuring visits from your page to your site. The best way to manage the pixel is to add the pixel to a tag manager, opening options to measure visits to landing pages or media to which the tag container is attached.
- Take time to identify and remove fake fans where feasible. The effort can be tricky — many times people connect but don’t use Facebook much. But some really bad profiles come with adult material linked, or with spammy deals filled with clickbait (posts that

overemphasize a call to action). A prudent pruning of possibly bad profiles can help protect your page from bad actors interacting with your fans and even attempting to defraud them.

- Marketers should leverage Messenger to share announcements, keep page fans updated with breaking news, or guide followers to the latest post. Messenger also allows smaller organizations to quick plan meetings while on the go — I have used Messenger to communicate quickly with small business owners for years.
- A second option on Messenger is to deploy a chatbot to handle questions repeatedly asked by fans. If you are not sure what people are interested in, consider using the search query reports from your web analytics. The phrases people typically type are topics and services that they are seeking. Your chatbots can be programmed to help guide you to cover those topics, turning your page into a go-to resource. Your page can also help reignite communication and engagement in the process.
- Product/service previews, white papers, or unique event announcements can be exclusively shared on the page. A better idea is to find ways to acknowledge fans exclusively on your page. Doing so — explaining the “why” behind the comment — can make fans who comment feel special and encourage other fans that the page is worthwhile for them.

These tips will help ensure that your page is not perceived as being abandoned, or worse, as spam. The key is to scale back on trying to build fan numbers, while amping-up the value of every post and interaction. Showing Facebook fans love is the way to help them overlook “Facebook Flaws.” Most importantly, better engagement will show your fans how much you appreciate them. ●

Pierre DeBois is Founder and CEO of Zimana Digital Analytics Services, providing analytical, data science and marketing strategy research to both small businesses and large enterprises. He contributes articles to DMNews and CMS Wire and has been a business book reviewer for Small Business Trends since 2009. Pierre can be reached at: pdebois@zimana.com.

6 Ways to Use the USPS 2019 Promotions to Your Advantage



By Summer Gould
President, Eye/Comm Inc.

Reprinted from
TargetingMarketingMag.com
See more at bit.ly/2BWwW5s

USPS promotions are back for 2019. Do you have a planned marketing strategy to not only save money on postage, but really stand out? There are a variety of programs to choose from, so you should be able to find at least one that is a good fit for you.

If you are planning mailings in 2019, why not participate in a promotion and save money on postage?

Let's take an in-depth look at each program:

6 Postage-Saving, Brand-Building Promotions

1 **Tactile, Sensory and Interactive Promotion:**

This program runs from Feb. 1 to July 31. Use this program to highlight special finishing technologies that engage the senses. Some ideas are special visual effects, sound, scent, texture/tactile coatings and even taste. In addition, you can create interactive mail pieces, such as pop-ups, infinite folds or other dimensional aspects. This is a really fun one that can only be done with print marketing.

2 **2019 Emerging and Advanced Technology Promotion:**

This program runs from March 1 to August 31. Use this program to engage customers and prospects by use of mobile technology in direct mail. This can be done with QR Codes, augmented reality, NFC, video and more. This is a very powerful way to create a longer connection and increase the effectiveness of your message.

3 **2019 Earned Value Promotion:**

This program runs from April 1 to June 30. This will have a more limited application, because it is only for companies that use reply mail. If you use reply mail, use this program to save postage on each piece of business reply mail and courtesy reply mail you get sent to you.

4 **2019 Personalized Color Transpromo Promotion:**

This program runs from July 1 to December 31. Use this program to add color marketing messaging on your bills and statements. Turn transactional mail into promotional pieces, also.

5 **2019 Mobile Shopping Promotion:**

This program runs from Aug. 1 to Dec. 31. Use this program if you are selling products during the holiday shopping season. By adding mobile technology to your mail that allows your customers or prospects to make a purchase or pursue other online shopping experiences,

you can qualify to save on postage.

6 **2019 Informed Delivery Promotion:**

This program runs from September 1 to November 30. Use this program of Informed Delivery, which will send an email to people with a color picture of your mail piece to let them know what is coming in their mail box that day. You can even provide a clickable link so that people can start purchasing right then.

Each of these promotions provides a 2% postage discount at the time of mailing, except for the earned value — which provides 3 cents, per piece returned. You can participate in as many of the promotions as you would like. Each promotion requires registration to participate and reporting after the mailing is complete, but they are worth the savings. ●

Summer Gould is President of Eye/Comm Inc. She has spent her 27-year career helping clients achieve better marketing results. She is active in several industry organizations and a board member for Printing Industries Association San Diego, among other groups.

You can find her at Eye/Comm Inc's website: eyecomm.org, on LinkedIn, or on Twitter @sumgould.

The Future of Marketing in the Era of AI

On January 29, CADM heard from **Jim Carey**, adjunct professor of marketing at Northwestern University's Integrated Marketing Communications program on "The Future of Marketing in the Era of AI."

Some highlights from the January event:

- The large technology companies (Google, Facebook, Amazon) are capturing a large share of digital marketing dollars using AI and ML.
- AI is reshaping entire industries, and redefining how work gets done. And, we are only at the very beginning of this revolution.
- Machines will be trained eventually to make complex decisions that now take teams of people to solve. This means that marketers will need to prepare for managing processes and setting up systems of marketing, instead of managing campaigns, targeting, and messaging.

Jim's advice? Continue to learn new skills and be adaptable to what's coming next.

If you are interested in hearing Jim's presentation, CADM live streamed this event on Facebook, a first in CADM's history! You can view the presentation at <https://www.facebook.com/CADMdirect/>. ●





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

Social Media News from Domino's, Pinterest and Google (Part 2)

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

A. Last issue, I shared some info from speakers from Domino's and Pinterest at the Eastern Michigan University Digital Marketing Workshop. This time, I'll continue with more from **Jorel McCree**, Account Manager at Pinterest; and **Eric Wortman**, Senior Account Manager at Google.

Pinterest/Jorel McCree

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

Pinterest supports advertisers in several ways. First, according to McCree, Pinterest can help advertisers reach their existing customers on Pinterest. Second, the platform offers engagement retargeting and visitor retargeting, as well as exploring for "act alike" — people who act similar to your best customers. You can also use targeting to inform creative via interests and keywords.

"YouTube...is booming, along with other forms of video viewing. Eric says that 'globally, video will be 82 percent of all consumer internet traffic by 2021.'"

Working with Pinterest, Albertsons Companies "Used promoted pins featuring recipes that encouraged people to show their results across multiple grocery categories — participants included foodies, party planners, parents, and millennials," per McCree. Albertson's reported a 14x return on advertising dollars spent.

Meanwhile, ScoutMob, a marketplace for high-quality products from independent makers and craft artists, "Used promoted Pins to attract new customers and drive sales," he notes. They achieved 2x the customer spend compared with other channels they use.

McCree concluded with the advice to "have an organic and a paid strategy," working in tandem for best results.

Google (and YouTube)/Eric Wortman

I especially like this tip from Eric: "Search Google ad settings to see how Google targets you personally."

He discussed how media consumption is becoming a solitary pastime — back in the day everyone watched the same movie on an airplane, but now "everybody is doing their own thing and multitasking." This same concept can be applied to YouTube, which is booming, along with other forms of video viewing. Eric says that "globally, video will be 82 percent of all consumer Internet traffic by 2021."

A large part of that traffic stems from the fact that YouTube has 1.9 billion monthly users worldwide. While many YouTube channels are "extremely niche," there are seven individual properties, each with over a billion monthly users.

Eric listed some of the advertising audiences available via YouTube advertising:

- Custom Intent Audiences
- Search Targeting on YouTube
- Using Google Search information to reach people on YouTube within 24 hours — with video content rather than hard sell.

On another note, Eric says that YouTube offers solutions for every stage of the customer journey, for example:

- Intent and action
- Custom intent
- In the market for something
- Life events — transition points in their lives
- Customer match and similar audiences
- Remarketing.

All this plays into the fact that Eric notes that three times more attention is paid to ads when they are "relevant to me," versus generalized content. An important reminder! ●

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

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3 Fixes for Your Bad Brand Reputation That SEO Will Love

By **Amanda G. Watlington, Ph.D.**

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Bad brand reputation happens quickly on the web. Google urges SEOs to focus on building quality sites that provide a good user experience. Specifics on how exactly this is achieved are distilled into the acronym E-A-T, which stands for Expertise, Authority and Trust.

This simple acronym has a lot of complexity bound into it. Instead of presenting an airy discourse on how Google defines quality, an exercise much like considering the medieval problem of how many angels can dance on the head of a pin, let's focus on three practical tactics you can do to improve your site's quality score.

1. Show Your Credentials

Tout your expertise in the subject domain that your site represents. Today, SEO requires having lots of quality content. A definition of quality content is content written by subject domain experts.

Beware of creating content that has no whiff of expertise. This is surely going to be consid-

ered thin content. This means for evergreen content, tout either:

- Your business' expertise; or
- The qualifications of the expert writing the content.

2. Plan for Regular Link Hygiene

Links still matter and factor into search algorithms. Links have long been used as signals for authority.

Are you letting others corrupt your link profile? If you do not have in place a regular schedule for reviewing your backlinks, then bad links may be negatively impacting your search results.

Use the Google Search Console (GSC) to review and evaluate the sites that are linking to you. If you do not visit this regularly, you may be in for surprises.

3. Review Your 'About Us' Pages

If you don't already have an "About Us" site section that is easily found via your navigation, then you may be hurting your reputation.

This information is important for building trust for your site. The absence of robust information about your business begs that you are trying

to hide important information from users. The "About Us" section should state where you are located and have contact information readily available.

If the information has not been updated in years, perhaps it's time to refresh it. If you are a commerce site, don't be tempted to bury this information; because savvy users, unfamiliar with your brand, will come looking for this information before they purchase.

Key Takeaway for Marketers

Follow these three simple tactics, and you will be on your way to improving how Google perceives your site's quality. ●

Amanda G. Watlington, Ph.D. 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.



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