



# adMarks

Chicago's Multichannel  
Response Marketing Community

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WHO DO YOU TRUST AND WHY?

## Celebrating Talent: The 2018 Tempo Awards



*[Editor's note: This July issue of adMarks went to press two weeks prior to the June 21 Tempo Awards Ceremony. Look for the marketing works winners in the August-September issue.]*

Seven of Chicago's most talented multichannel response marketers were recognized at our **June 21 Tempo Awards Ceremony** at Alhambra Palace.

### CHARLES S. DOWNS RESPONSE MARKETER OF THE YEAR

Congratulations to **Janet Barker-Evans**, SVP, Executive Creative Director at Epsilon, on being named 2018 Charles S. Downs Response Marketer of the Year. This award recognizes one

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



"When I think about the many people who've made an impression on me in my career journey, one name jumps to the front — Janet Barker-Evans," stated Suzy Jackson in her nomination. "Janet lives by the mantra 'fear is a liar.' Her fearless approach has not only built a formidable career for herself but has inspired so many other people to become their best professional selves. She is a trail-blazing woman in the world of creative leadership. She has a straightforward style; there



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### CADM MEMBERSHIP ALERT

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## Texting: The Killer App in Your Offline Marketing Arsenal



By Nupur Maskara

Reprinted from  
*DuctTape Marketing.com*  
See more at [bit.ly/2ygFogQ](http://bit.ly/2ygFogQ)

Times have changed. We think virtual first and then physical. That's true where marketing is concerned too- we usually focus first on digital marketing. You may be overlooking other channels that are even more effective than what's thought of as traditional offline channels. Online and offline marketing need to work together, for best results. Texting has the personal touch of offline communication with the convenience of technology.

### Why Texting Works

Online marketing, as the name suggests, requires your audience to be online. What if they're not? What if they have a slow data connection? What if they don't have a smartphone? You can still get your message across in these situations, with texting.

### 5 Reasons to Combine Texting with Other Offline Marketing Channels

Texting will stimulate your offline marketing. Here's how.

#### 1 Reduce no-shows at events

As a marketer, you want to get the most out of all the channels available to you.



## 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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For a complete contact list of CADM's volunteer leaders, visit [www.cadm.org](http://www.cadm.org).

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## CADM: Growing a Chicago Community of Marketers

When I first joined CADM, it was way back in the late 80's. I know, I'm dating myself. CADM was the organization where marketers could go and network, be educated on the latest trends and technologies and to be part of the Chicago marketing community.

With the merger of the ANA & DMA in the news this past week, it's nice to reflect on the fact that we have an organization such as the CADM where you feel like part of a community rather than a huge organization, which is where the DMA seems to be heading. Sure, there are benefits to being larger. But CADM offers a connection to the Chicago marketing community unlike any other, the heart of where our members live and work.

As our fiscal year comes to a close on July 31, I hope you continue to be part of the CADM. If you haven't already, please renew your membership today. And encourage a colleague to join! It's a great way to stay connected to the Chicago Marketing community. You can join at [cadm.org/membership](http://cadm.org/membership), renew online OR download an app to complete and return.

We've accomplished a lot this past year. Here are just a few highlights:

- **Revamped Basic Course:** We would like to thank ULINE (one of our corporate sponsors) who provided us with the opportunity to present our new and improved basic course during a 3-day session on the ULINE campus. A big thank you goes out to **Brad Schwab**, **Bob Vevang** and **Jon Winter** who helped build this new curriculum.
- **Copywriting Boot Camp:** ULINE also hosted a CADM Copywriting Boot Camp in March. I would like to thank **Lewis Elin** and **Chris LeSueur** who volunteered their time to present copywriting tips to the ULINE employees.
- **Networking events:** Events this past year were a huge success thanks to **Tom Byrne** who helped bring in speakers from the Northwestern University Medill School of Journalism and Kellogg School of Management.
- I would like to thank **Andy Gold**, **Marilyn Markle**, **Glenda Sharp** and the folks at **SG36** for organizing, assembling and printing our *adMarks* newsletters this past year.
- **Go Big Win Local** was the slogan for this year's Tempos, which was a big success thanks to **Suzy Jackson** (who headed up the committee) committee members **Brad Schwab**, **Adrian Tumiaty**, and **Casey Gold**, **Steve Spoerl** and all the other volunteers and sponsors who made it such a success.

I could not write this July letter without a special thank you to **Glenda Sharp**, who has spent 7 years as CADM's Executive Director and will be retiring this year. Glenda has been an amazing support system for our organization helping with organizing events, *adMarks* and many of our social sparks. We thank you for your dedication and the many hours you've spent keeping our organization on track. You will be missed more than you know.

Glenda will spend July on-boarding **Glatz and Associates** who will be our new CADM administrative organization starting August 1. Glatz works with many professional organizations like CADM and we are very excited to have them onboard.

Finally, I would like to thank CADM Directors for all their help and support over this past year. I did not have a lot of prep taking over the President's role before **Peter Dovnar** had to relinquish his President's seat due to a new job. I appreciate your patience and I look forward to working with all of you again next year.

Best regards,

Rosann Bartle

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**Rosann Bartle** is 2017–2018 CADM President and SVP, Executive Creative Director at DRUM Agency. Send questions or comments via [rosann.bartle@drumagency.com](mailto:rosann.bartle@drumagency.com)

## ★ 2017–2018 CADM Sponsorship Partners ★

The CADM Board of Directors and staff sincerely thank the following companies for their generous sponsorship of CADM's many activities, programs, and services during this past year.

Sponsorship partners include both financial and in-kind contributions.

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We apologize if we inadvertently omitted your name as a 2017-2018 sponsor. Please let us know and accept our sincere thanks.

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# 4 talent Recognition

## < | Celebrating Talent: The 2018 Tempo Awards *(continued from page 1)*

are no hidden agendas with Janet. As a creative person, she is forever curious and always learning. She was one of the first response-marketing professionals I knew to embrace the role of digital, email and social media years ago. She is also a leading expert in shopper marketing and branding. Not only is she always learning but she is always teaching. Whether that is in a classroom with her students at DePaul University or teaching by example every day on the job, Janet has a generous way of sharing her knowledge and mentoring others. She is the consummate marketing professional, a killer creative talent and an inspiration to clients and co-workers."

Barker-Evans holds a B.S. in Journalism from Southern Illinois University and a M.A. in Media Communications from Governor's State University. She was employed as SVP Group Creative Director at DraftWorldwide from 1999–2003; SVP, Group Creative Director at FCB from 2006–2010, then EVP, Group Creative Director at FCB from 2010–2012; and SVP, Executive Creative Director at Ryan Partnership from 2012–2014. She has served as SVP, Executive Creative Director at Epsilon from 2012– present. Janet has also served as adjunct professor at Governor's State University and DePaul University.

Janet has received numerous creative awards, including Effies, PRO Awards, ECHO Award, Clio, Cannes Lions and Tempo Awards.

She participates in the Executives Club of Chicago, Epsilon Women in Leadership, The 3% Conference, DMA and CADM. She also participated in the SIU MCMA Dean's National Industry Council, Little City Foundation, Off The Street Club, and with her church's yearly garage sale fundraiser.

*"Janet has a generous way of sharing her knowledge and mentoring others. She is the consummate marketing professional...."*

Chicago's Multichannel Response Marketing Community has reaped many benefits from colleague Janet Barker-Evans. Suzy Robertson shared, "Janet was on the forefront of the move into the digital and social space in multichannel marketing. Under her direction, many of her client partners adopted successful, truly integrated multichannel programs. She also has innovated the way we lead and train creative professionals." She has published a number of articles on LinkedIn and blogs on being a creative professional, finding inspiration, and industry trends, and was a recent guest on Women Will podcast. She also mentors people starting their marketing careers, and teaches marketing students at DePaul University.

### SUSAN KRYL SILVER MARKETERS

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

**Bob Vevang**, Partner and Director of Client Services at Convier Collective, is one of the two 2018 recipients. In her nomination of Vevang, Rosann Bartle summarized,



"I've known Bob for over 20 years. During that time, we worked on the same team and side-by-side in management. He leads by example and has been a great mentor to many young account executives on his team. He knows how to grow accounts and has a deep knowledge of multichannel marketing. He also offers his time to CADM and was a huge contributor to the revamping of our Basic Course. I can't think of any other person more deserving of this award."

Vevang stated, "My focus has been and continues to be on staying on top of the ever-evolving multichannel marketing landscape." After earning his marketing degree from Western Illinois University College of Business, he was hired at N.W. Ayer, and pursued his MBA at DePaul. Other employers include Omni Marketing (later named Unispond), The Townsend Agency, TargetCom and Merkle.

Bob has remained involved in Chicago's multichannel response marketing community for 35 years. He served on CADM's Direct Marketing Days committees, judged Tempo Awards and served as planning chair, and recently co-authored the new CADM Basic Course. He frequently attends and speaks at conferences. "Where [Bob] shines most," Rosann Bartle wrote, "is in his team approach to delivering effective multichannel direct response marketing work for his clients. Bob has worked with countless individuals in Chicago to deliver great work while serving as a career advocate for his teams to enhance and grow their future in multichannel direct response."

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

The second 2018 Kryl Award recipient is **Jay Weinberg**, President of The Jay Group. With a B.B.A. from Bryant University, Jay was formally employed by EDS Federal Government Division, Leo Burnett and GSP.



Nominator Susan Kryl addressed Weinberg's contributions to Chicago's Multichannel Response Marketing Community: "During his 27 years [in Chicago], Jay has developed many innovative programs. In the early 1990s, Jay developed an \$800 million direct response catalog, followed by what was at the time, the largest rewards program in the golf industry. Another innovation was the creation and execution of the first sports retail co-op loyalty marketing program. For the Casino industry, Jay and his team developed unique models to measure customer performance, predicting which new members will become valuable and which members are at risk of defecting. He has also recently developed a program known as Loyalty Leaders for clients who need a customized, affordable loyalty marketing program and system. It's both a process and CRM system to manage the program."

A frequent lecturer and speaker, Jay is a member of CADM, DMA and AMA. He served on the CADM board, chairing Direct Marketing Days in 2006. He actively helped to identify and secure speakers for CADM events. He led the association's Entrepreneurial Exchange SIG, and judged participants of Uline's Basic Course. He is also a member of the CEO Peer Group, the Chicago Entrepreneurs Forum and Bryant University National Alumni Council, and he currently is president of the latter. Jay also created a loyalty marketing internship program for college students at The Jay Group, which he has maintained over the past ten summers.

### EMERGING LEADERS

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

**Jihane Bouchareb** is Head of UK Marketing at Enova. "Jihane is a standout marketer in her role as Head of Marketing for Enova International's UK brands," stated Joe DeCosmo in his nomination. "She excels in combining consumer and market insights with business knowledge to develop and execute marketing initiatives that drive top and bottom line results. She applies consumer insights to support product development, and leverages data to find efficiencies and opportunities to grow. Jihane leads a team of four marketers to deliver integrated online and offline marketing. Through her work as a marketer, Jihane has supported the advancement of Enova's UK Consumer brand to the largest consumer lender in its category."



**Ashley Mayer** is Project Manager and Partner at JJR Marketing. Nominator Jacqueline Comacho-Ruiz stated: "Ashley joined JJR Marketing as an intern almost five years ago. Now she is a partner of an award-winning b2b marketing firm. Her dedication, positive attitude, proactive approach and make-it-happen attitude has brought incredible growth to the agency going from three employees when she joined, now to 12. What is impressive about Ashley is that she is focused on the mission of the clients and is relentless in bringing that mission to life." Mayer is a founding board member of The Fig Factor Foundation, supporting young Latinas through a context of leadership, mentorship and opportunities. She recently was responsible for the launch of two Ashley Furniture Stores within one week, and they were the most successful launches for the company in this part of the country. Mayer also leads JJR's internship program, guiding and mentoring 30 interns in the last three years.

### PAT WHEELLESS MENTOR OF THE YEAR

This award recognizes a Chicago multichannel response marketer who has made an outstanding commitment to being a positive influence in the life and career of others. The award is named for Pat Wheelless, who is known for her exemplary mentoring skills.

Pat was the founder of The Wheelless Group and a consultant to the Wheelless/Bennett Group. She was president of CADM 1996–97.

JJR Marketing's CEO **Jacqueline Camacho-Ruiz** was recognized as the 2018 Mentor of the Year. "Jackie is a truly outstanding mentor," according to her nominator, Ashley Mayer.



'Her message is a resounding one that anything is possible if you believe it. As a two-time cancer survivor, Jackie lives by the motto 'I live to serve and serve to live.' She advances her dreams every day not only through her work, but also through mentoring others. She is founder of The Fig Factor Foundation focused on "unleashing the amazing" in young Latinas. She is also creator of the *Today's Inspired Latina* book series and international movement." Comacho-Ruiz has served on the boards of Publicity Club of Chicago, Junior Achievement-Western Region, Community Contacts, YWCA, Aurora Hispanic Heritage Board, Fox Valley Entrepreneurship Center and The Fig Factor. "Jackie is the type of person who leaves a lasting impact on others," said Mayer. "Her always-positive attitude, dedication to serving others, passion for her work, and ability to inspire people all around her are just a few of the reasons I believe she is an amazing mentor."

### NATALIE P. HOLMES VOLUNTEER OF THE YEAR

The Volunteer of the Year is chosen by CADM's current president in honor of Natalie P. Holmes, the association's former executive director, who retired in 1992 after 20 years of service. "I am delighted to name **Casey Gold** as the 2018 Volunteer of the Year," announced CADM president Rosann Bartle. "Casey has raised the standard in expanding use of social channels in CADM marketing and engagement, and particularly with Tempo Awards. He has served on the Tempo planning committee for the past three years." Gold is Engagement Strategist at AbelsonTaylor. ●



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



## Texting: The Killer App *(continued from page 1)*

Let's take events, for instance. They're important for networking, brand building, and lead generation. You start publicizing your participation in an event weeks in advance. You set up meetings with potential partners, customers, and dormant leads who finally seem ready to take the plunge.

Only...when it's the day of the event, many of them don't show up. They might have forgotten about the appointment, changed their minds or their plans. They're apologetic when you call, but now you have a free slot and it's too late to fill it up.

A well-timed text reminder, automated from your CRM, would have done the trick. You could have sent them a week, a day, and an hour in advance to reduce your no-shows significantly. Let's face it if you'd sent an email, but they're at the event, chances are it wouldn't get read in time. But a text will. It takes 90 minutes for the average person to respond to an email, but just 90 seconds to respond to a text, according to CTIA.

### 2 Engage Viewers and Listeners

If you're advertising in your neighborhood with billboards or on the local radio or TV channel, make it easy for leads to contact you for more information. Remembering a long toll-free number for calling is tough

and noting it down requires effort that takes away from the experience.

Instead, you could mention a shortcode (a 5–6 digit virtual number on which you can receive texts). With this, you can convert a one-way mass communication channel like TV into a two-way channel, where your lead can reply to your communication in moments.

Enticing your viewers with an irresistible offer is a sure shot way of getting them to engage with you. For instance, a burger chain put up a billboard ad where they offered a free burger to those texting a keyword to their shortcode. Here's what they advertised:

*Get a free burger! Just text BURGER to 36343.*

It was also easy for the chain to measure the campaign results, compared to measuring the performance of their other marketing channels. They simply totaled the number of texts they received with the keyword.

They then went one step further. They asked viewers to text the keyword and their name. On an interactive billboard, they displayed the names of the people who had texted them. This way, they used the immediacy of texting, for instant gratification. Consumers today are impatient — they don't want to wait for contest results to be announced.

### 3 Generate Excitement in Store

It's easy to run a contest via texting. You can use keywords to give options for answers. A cafe ran this promotion at their shop at the mall on a weekend:

*Today's Contest: Who invented coffee?  
Text 1 for Arabs or 2 for Indians to 39304  
to win a free cup of coffee. All participants  
get a discount code.*

People could just whip out their phone and text the option number they choose. An auto acknowledgment message with a consolation coupon code could be redeemed instantly by those who answered incorrectly. Winners were publicly awarded, drumming up more interest in participating in similar campaigns.

### 4 Get More Responses to Direct Mail

Texting can even give that old classic, direct marketing, a new spin. An accessories supplier sent an iPad cover as a gift to potential big-ticket dormant leads. To get a chance to win an iPad, they had to text to set up an appointment. Here's what their direct mailer said:

*Text MEET <YOURNAME> <DATE>  
in DDMMYY format to 49494  
and you could win an iPad!*

### 5 Increase Options and Redemptions

You can also have a text loyalty program. Advertise it prominently and offer an incentive, so new customers are motivated to sign up for it. Rather than getting them to fill out forms, you can gradually get data by texting them a question a week about what products they would like to see in your store, for example.

Also, it's convenient for customers to redeem mobile coupons, as they will carry their phone with them wherever they go. You can set up workflows in your CRM to send discount codes to inactive customers, for instance, to encourage them to visit your store again.

67% of online research is driven by offline media channels like TV, according to Jupiter Research. Offline marketing is key to getting an edge over your competition. Texting will ensure you develop a lasting relationship with both leads and customers. ●

*Nupur Maskara is a Content Manager at SMS-Magic, a leading expert in designing and delivering advanced messaging solutions company that seamlessly integrates with popular CRM platforms. Nupur continuously interacts with clients to understand how they use texting for marketing, sales, and service. Contact Nupur through sms-magic.com or at linkedin.com/in/nupurmaskara.*



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## The Direct Marketer's Core Strategy: The Marketing Allowable

By Ted Grigg

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

See more at [bit.ly/2F5WYw](http://bit.ly/2F5WYw)

Here's why you should use marketing allowables to develop your marketing budget rather than a percentage of sales.

Doing so focuses your budget on your most profitable customers and less on what's left over. Drive your plans using a single evaluation process to create successful marketing programs.

For example: your customer marketing acquisition cost is \$200 for each new customer, and your business strategy calls for 10,000 new customers to make plan. Your total budget for acquisition becomes a matter of simple arithmetic.

$$\begin{aligned} \$200 \text{ per customer} \times 10,000 \text{ new customers} \\ = \$2,000,000 \end{aligned}$$

Your promotion, staffing, fulfillment, product deliveries, returns, phone support and other related marketing costs for customer acquisition fall within this \$2,000,000 budget.

You will also want to develop a customer retention allowable to add to your budget.

Keep it as simple as possible by quantifying your financial goals. Then determine the customer mix you need to achieve those goals.

This simple concept makes a lot of sense to CMOs, CFOs and CEOs. The devil lies in the development and agreement on the allowable details.

The customer lifetime value drives the creation of a reliable allowable. Most companies save the needed information to calculate customer lifetime value.

1. Average sale for all customers
2. Average profit margin per average sale
3. Average number of annual sales
4. Number of years and months the average customer remains active
5. The above information yields the average lifetime value of a new customer

Once you have the lifetime value, then the CFO or someone on the team calculates the allowables. The team will include present cost versus future value to come with the final allowables.

So far, my discussion revolves around the vital role of the allowable in preparing the marketing budget. The allowable plays a critical role

in evaluating channel mix, offers, and creative executions. It can even help divide the budget by marketing strategy such as social media support for traditional campaigns.

Through testing, how does TV or direct mail alone perform without the support of outbound telemarketing? How is social media contributing to acquisition or retention? Are we spending beyond our allowables? What mix performs best based on the allowables.

We must work to find ways to quantify all marketing spends. The first step is to create a reliable evaluation KPI. I know the allowable remains the Key Performance Indicator for all marketing activity. ●

---

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

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

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Casey Gold, AbelsonTaylor	Gina Miller, Unison Consulting	Annette Vogt, Epsilon
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Betsy Harman, Feeding America		

We apologize if we inadvertently omitted your name as a 2017-2018 volunteer. Please let us know and accept our sincere thanks.

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

## Cold Email Templates: Who Do You Trust and Why?

By Jeff Molander

Reprinted from *TargetMarketingMag.com*  
See more at [bit.ly/2KR9xFh](http://bit.ly/2KR9xFh)

From CEOs to inside sellers with no experience: Each week, I meet sellers using the exact same cold email templates... sourced on Google. They all report the same results.

*Nearly zero response. No meetings.*

Here's why: Because they're sending the exact same templates everyone else is.

Have a look at your own inbox. Do you see the same email template patterns over-and-over? For example, how many times per week do you get the "eaten by an alligator" or "chased by a wild hippo" follow-up message?

Do your emails start with, "Whenever I reach out to someone I have to have a reason. That reason needs to be timely and helpful based on research that I have done on your industry and potential risk exposure."

How about, "My name is \_\_\_\_\_. Whenever I reach out to someone I make sure to have a reason in order to not waste your time."

Or, "I read your comments in \_\_\_\_\_ [magazine] regarding [initiative/trend/issue]."

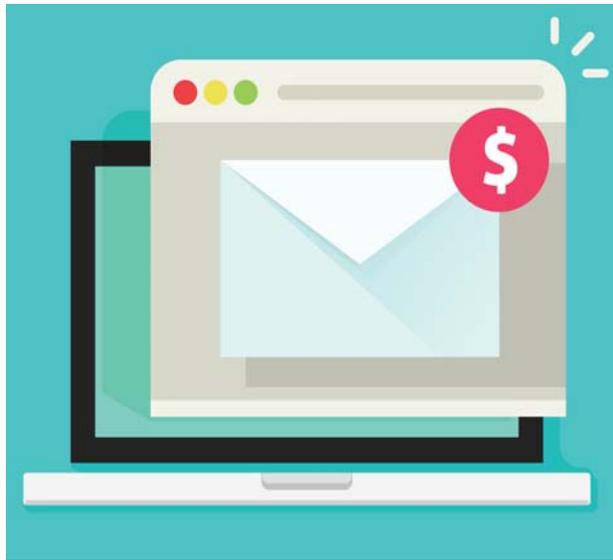
Or this follow-up template:

We've tried to reach you a couple times to introduce you to \_\_\_\_\_, but haven't heard back, which tells me something:

1. You're all set and I should stop bothering you.
2. You're still interested but haven't had the time to get back to me yet (scheduling link listed below).
3. Maybe this is out of your wheelhouse, if so, is there someone you'd recommend connecting with?
4. You've fallen and can't get up and in that case let me know and I'll call someone to help you....

Of course, you can replace No. 4 with herds of hippos, rhinos or alligators.

Like thousands of other sellers, you've found your way to the same cold email templates. And like everyone else you send them, looking for customers to meet with.



But your direct competitors use the same templates. In fact, those you don't compete with (directly) but do compete for inbox space use the same templates too.

That's a problem.

Because recipients easily spot your messages and mark them as spam. Inboxes are becoming saturated with virtually identical messages.

### The Problematic Source of Cold Email Templates

Why would you expect to find a better-than-average way to start conversations, using cold email templates, via Google? (everyone's top go-to source for shortcuts!)

Why would you trust what you found? I suppose because of Google's perceived clout to aggregate "only the best" answers to questions.

However, consider today's most popular (ineffective) email templates come from dubious sources. Yes, Google aggregates them. But consider the end source.

- Cold email gurus and wannabe gurus
- Lead generation experts and agencies
- Email software companies
- LinkedIn and LinkedIn gurus

At face value this seems fine and logical. A handful of online gurus, guru wannabes and consultants claim expertise in cold emailing. Most offer free templates and webinars. In return for free wisdom they hope to earn your participation in an online class or hiring them to consult...to write emails for you.

Fair enough. But why would these experts provide good advice for free? Answer: They don't.

Likewise, lead generation experts and agencies often give away B2B and B2C cold email templates designed to start conversations with prospects. But why would these businesses give away "what works" for free? They have no incentive to do so. In fact, they're under incentive not to.

Answer: They don't give away useful information either.

Instead, they trade what doesn't work (perhaps worked years ago) for your email address.

The biggest source of templates, hands down, seems to be software providers like HubSpot and outreach.io. There are many, these are just two very fine companies.

Point is: Software tool providers want your email address. In return they hope to sell you email management sending and analysis tools. As bait they offer tips and tricks... better ways to use their toolset.

If you're a customer they'll also provide recommendations on how to best use their solution. After all, you're a paying customer.

But why, then, don't these tips pay off?

### Why We Trust Those Who Aren't Experts

I'm not attacking gurus and legitimate software providers. I'm questioning their authority as experts in communications techniques. None of them officially claim this domain expertise, by the way.

Software companies operate businesses providing a suite of email management tools. Fair enough. But they are not providers of sales and marketing copywriting services, nor do they claim to be communications educators. Instead, they tend to work with gurus to curate (and add legitimacy to) experts, consultants and gurus publishing free templates. All as a service to customers and a lead generation tool for themselves.

But what if these free tips don't work?



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

## More on Conversational User Experience (UX) and Voice Actions

**Q.** With Siri, Alexa and OK Google all fighting for dominance in our homes and offices, how are consumers and marketers using these functions the most today...and how will they use them in the future?

**A.** Last issue we shared the wisdom of **Dan Golden**, President and Chief Search Artist of Befound-online, on this topic. Much of Dan's research and client work today is focused on Conversational UX — with particular emphasis on voice actions. This month we'll continue with more information on Conversational UX from Dan's reading in the new textbook *THE IMC SOURCEBOOK: Readings and Cases in Integrated Marketing Communications* (published by the Midwest Marketing Education Foundation and available on Amazon.com).



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### Brand Apps

Many brands have built mini-apps specifically to enable their customers to interact via voice command. Others have integrated 'Ok, Google' into their app, although the degree of functionality varies. Examples of brand apps that feature conversational interfaces include:

*“Several questions should be asked to establish goals, set a direction and identify what departments or resources will be needed to execute the plan.”*

**Domino's Pizza.** “I thought you'd never ask,” reads the app. Dominos has made it simple to order pizzas, sandwiches, sides and desserts. Shortened ordering sequences improves the user experience while advanced integrations through “If This Then That” (IFTTT) with other mobile device apps like email or calendar enable Dominos to create a seamless user experience. Customers can buy pizza and then “Add a reminder to take your leftover Domino's for lunch,” or “Let the team know in Slack when your order is out for delivery.”

**1-800-Flowers.com.** Through the app's messenger platform, customers can use voice and/or manual swipe and typing (as may be necessary for some names!) to find flower arrangements, make a selection, give the recipient's name and speak the message for the note.

**EWC.** The European Wax Center app allows users to schedule reservations, check points, search FAQs and videos and more. Customers “ask my EWC” to perform actions. This simple phrase is an excellent example of how brands can use a standard phrase to begin the conversation.

**Uber.** With the Uber app, a customer can arrange a ride by saying “Ask Uber,” another example of a trigger phrase to activate the voice feature of the app. Users can also change settings in the app such as the default pickup location.

Buying pizza or flowers, scheduling a wax, and arranging a ride are only a few reasons to converse through an app. **Whirlpool**, for example offers an app in the Apple AppStore and on Googleplay that users can download

to speak with their “smart” washer and dryer. The iRobot Home app lets one speak with their **Roomba** cleaning robot.

The integration of “Ok Google” by some apps increases the conversational potential. Now, one can:

- “Scan my receipt on Walmart.” (Walmart app)
- “Start my Lincoln MKZ.” (Lincoln app)
- “Show rentals near me on Realtor.” (Realtor.com app)

### Recommendations to Capitalize on Conversational UX

Conversations are personal. While programmers have made significant advancements in AI and machine learning, personalizing the experience depends on marketers. The machines can only provide the content, information and answers available. Marketers must provide them to meet customer demand and capitalize on opportunity presented by conversational UX.

Five elements are needed to accomplish this. Before developing a plan, however, several questions should be asked to establish goals, set a direction and identify what departments or resources will be needed to execute the plan.

- What platforms are most important to your customers?
- What are the most used actions/features?
- What can we automate?
- What do loyal customers ask for?
- How can you promote repeat purchase behavior?

These represent only a few questions, but reflect the strategic approach needed to ensure any effort aligns with a brand's wider business goals. Once answered and a plan developed, it's time to get started. ●

*“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.*

## Cold Email Templates: Who Do You Trust and Why? *(continued from page 9)*

(hint: they don't) And why would they to begin with...when considering the source? (hint: most folks don't consider.)

Everyone likes shortcuts, after all. Templates are shortcuts to success. Or are they?

Of course, LinkedIn, the dominant social selling platform, offers the same: Advice on how to best use its expensive Sales Navigator tool... to drum-up business with potential customers. Once again, it does so by distributing templates.

Templates, templates and more templates. Actually, there aren't that many. A quick Google of "cold email templates" results in plenty of search returns...but most of them provide the same 20 to 30 or so templates.

That's the problem.

Bottom line: We trust those who aren't experts because we're lazy. It's human nature. Plus, we want to believe the software tools we invest in are built (and used) by other successful experts. But this is rarely the case. Exceptional business practices are exceptional for a reason.

They're not typical and not widely shared. Certainly not found on Google.

### Nobody Unsubscribes (We Mark as Spam)

There are serious dangers involved with using widely-distributed templates...as an individual but also organizationally.

Inbound, unsolicited commercial email comes is targeted by spam-elimination software. Standardized templates make quick work of separating out your messages — spam-binning them. If your spammy template does get through, lately, recipients don't bother to unsubscribe. In some cases they cannot.

For example, if no un-sub link is provided (such as in a personal one-to-one email) customers mark your messages as spam.

This damages the domain reputation you're sending from.

All of this bad news begs the obvious question: Where are the best sources of "what works" or best practices for cold email and cold sales prospecting?

There are closed communities of sellers sharing "what works." Join one. Also, in team sales environments internal best practices are

discovered via sales communications training and facilitation of best practice exchanges.

Truth is, human beings tend to experiment and discover what works, but don't share it. After all, in many cases, there is no incentive. This is business, after all. And all is fair in love and war! ●

*Jeff Molander is the authority on making social media sell. He co-founded what became the Google Affiliate Network and Performics Inc., where he built the sales team. Today, he is the authority on effective prospecting communications techniques as founder of Communications Edge Inc. (formerly Molander & Associates Inc.) He's been in sales for over two decades. He is author of the first social selling book, Off the Hook Marketing: How to Make Social Media Sell for You. Jeff is a sales communications coach and creator of the Spark Selling technique — a means to spark more conversations with customers "from cold," speeding them toward qualification. He can be reached at [jeff@jeffmolander.com](mailto:jeff@jeffmolander.com).*



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Two suggested approaches to your article might be *Trends and Their Evolution* or *Problems and Their Resolution*. Typical organization might be:

- A. Trend/Problem or Issue
- B. Growth Direction or Response
- C. Development or Resolution

The article should include answers to the essential questions of the who, what, where, when, why, and how of your topic. If you or your organization is about to undertake a project, plan to keep brief notes from the beginning to the end of the project. These can then be used to form the basis of your article. When submitting, include the article's title and the author's name(s), title, company(ies) and phone number(s) and e-mail address(es) on the cover sheet. All pages and illustration or artwork should be numbered sequentially.

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