



adMarks

Chicago's Multichannel
Response Marketing Community

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CADM BOOT CAMP: Copywriting

Graphics may grab attention, but it's a benefit-heavy headline and the carefully constructed benefit story that drives the sales. Short copy or l-o-n-g copy, it's the headlines or leads that arouse reader interest, and the benefits that sell your product or service. The Copywriting Boot Camp will make you a copy warrior.

Copywriting Boot Camp will be presented by **Lewis Elin**, who has been writing impactful copy that sells for decades. He will show you how his **Hi-5 Eternal Truths of all Successful Direct Response Selling** will help make your copy get more sales. Lewis has 35 years of experience selling work uniforms by mail for his family

COPYWRITING BOOT CAMP

When: Wednesday, November 8, 5:30 p.m. – 8:00 p.m.

Where: DRUM Agency
180 N. LaSalle St., Suite 2930
Chicago

Fee: CADM Premier Members: \$32.50
Basic Members: \$45
Non-Members: \$50

Registration: Visit www.cadm.org/events.

businesses, Topps Mfg. Co. and Elin Uniform Mfg. Co. He is now retired and a Direct Response creative consultant in Chicago when he isn't skiing, dog sledding or canoeing. ●

DIRECT FROM THE HEART EVENT
Thursday, December 7: Time and Venue TBA

★ **CADM HOLIDAY MEETUP** ★

See page 3 and cadm.org/events for details

How to Legally Use Images in Your Social Media Marketing



By Sarah Kornblet

Reprinted from
socialmediaexaminer.com
See more at bit.ly/2xbXRG6

Do you share images in your social media marketing?

Wondering if you're violating copyright laws?

With a bit of information, you can learn to protect yourself and your business from a copyright infringement lawsuit.

In this article, you'll discover five tips to help you use images correctly (and legally) on social media.

1: Understand Copyright Basics

You don't need to read a law book, but knowing a few copyright basics will go a long way in helping you use images legally (and protecting your own content). So much misinformation about copyright is out there; however,

understanding these key points will put you ahead of the game.

- Copyright is a designation given to creative works that you put into the world in a "fixed form," meaning the minute you type that blog post or put that photo on Instagram, you're protected.
- Copyright covers a variety of categories, including literary works (books, poetry, articles); performing arts (music, lyrics); visual arts (artwork, jewelry, photos); digital content (websites, blogs); motion pictures (movies, television, videos); and photographs (commercial, personal, portrait).
- Copyright protection is automatic, meaning the work is presumed to be yours. Although many people use the copyright symbol © as a way of saying, "Hey, this stuff is all mine!" the symbol is no longer legally required.

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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Invest — In Your Continuing Education

Education is the key to success.

Or as Benjamin Franklin said, “An investment in knowledge pays the best interest.”

In today's fast paced world, it's critical to stay current — but it's not easy. As soon as you get up to speed on one thing, there is something new to take its place. It can be overwhelming. But keeping abreast of new trends in the industry is the key to longevity and increased sales and profits in any business.

In our busy lives, it's hard to find time to take a course (or even eat lunch). That's why CADM tries to provide our members the opportunity to learn about the latest marketing trends with sessions that fit your life — with webinars during the lunch hour and with evening boot camps we host throughout the year.

In September, we presented both a webinar and a boot camp on content marketing with **Jessica Kumor** from Jacobs & Clevenger. The webinar was very helpful and the boot camp was an enjoyable evening for all. Both sessions provided excellent ideas to develop content that will be optimized for top rankings by search engines so your brand will get noticed. If you missed it, we'll be having another session in the spring.



We're expanding on the content topic in November, with a copywriting boot camp given by **Lewis Elin**. Lewis has been writing impactful copy that sells for decades, and he will show you how his **Hi-5 Eternal Truths of all Successful Direct Response Selling** will help make your copy get more sales. Here's a sneak preview:

Truth #1 – Benefit: To whom am I selling what ultimate benefit that will improve the prospect's life or business? Answer this and in one fell swoop your headline will have defined your audience and pushed their hot buttons of self-interest and they will want to learn more about your offer

Truth #5 – When: A person will buy (in any situation) only when he or she concludes that the perceived benefits of what you're selling outweigh the value of the money saved by not buying.

To move the prospect from #1 Truth to #5, you'll also need to know and use the Eternal Truths of (2) Seduction, (3) Verisimilitude and (4) Why. You'll learn these at the CADM Copywriting Boot Camp on November 8th. Sign up today and don't miss this chance to find out how to write engaging copy that gets results!

Staying on top of the latest industry trends is important. As a member of CADM, you can take advantage of all these events. I hope to see you at one of our boot camps soon.

Regards,

Rosann Bartle

Vice President, CADM

Rosann Bartle is 2017-18 CADM Vice President and Executive Creative Director at UMarketing. Send questions or comments via rbartle@umarketing.com.

November

- 8 CADM Boot Camp: Copy Basics**
 5:30 – 8:30 p.m.
 DRUM, 180 N. LaSalle St.,
 Suite 2930, Chicago
 Meet DR creative consultant **Lewis Elin**, who will show you how his Hi-5 Eternal Truths of all Successful Direct Response Selling will help make your copy get more sales.
 \$32.50 for Premier Members
 \$45 for Basic Members
 \$50 for Non-members
 See cadm.org/events

- 9 or 16 Membership Meeting**
 5:30 – 8:30 p.m.
 Venue and Topic TBA
 See cadm.org/events for details

December

- 7 CADM Meetup**
 Time and Venue TBA
 Direct From The Heart [DFTH] will put together a Holiday activity for

Chicago's multichannel response marketing community to give back.
 See cadm.org/events

January

- 2 Tempo Awards Entry Portal Opens**
 The CADM Tempo Awards honor Chicago's finest multichannel response marketing work and professionals. The Tempo Awards is open to any marketer, agency or company in the Chicago area and beyond who produced multichannel marketing work/campaigns between October 1, 2016 and December 31, 2017. When you compete for a Tempo, you have the opportunity to showcase your outstanding marketing strategy, creativity, innovation, and results. You also have the opportunity to showcase exceptional response marketing talent by nominating colleagues to receive recognition for their contributions to our community.
 See cadm.org/tempo-awards



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< | Legally Use Images in Your Social Media Marketing *(continued from page 1)*

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- With this protection, you get certain rights. For example, no one else can use your work without permission.

Many websites use the copyright symbol but it's not legally required.

- If you want the ability to sue for copyright infringement (if someone steals your work), you need to register the work with the U.S. Copyright Office within 90 days of publication.

So, for example, if you publish content on February 1 and infringement occurs on March 1, you still have until the end of April to register and be able to take legal action against the March infringement. However, once that 90 days from publication passes, you would not be able to bring an action against that March infringement.

For an easy way to think about copyright protection, remember this: If you didn't create it, you may not be able to use it (even if you give the work's creator credit).

2: Read the Terms for Your Social Media Platforms

Is it okay to retweet? Sure. Is it okay to repin images on Pinterest? Maybe. Is it okay to repost on Instagram? Sometimes.

Remember that all social media platforms have different rules and take big steps to protect themselves and their users. To know what is or isn't acceptable for each platform, find a comfortable spot and read each platform's Terms of Service/Use/Conditions.

For example, Pinterest terms clearly say that you're responsible for the user content you post.

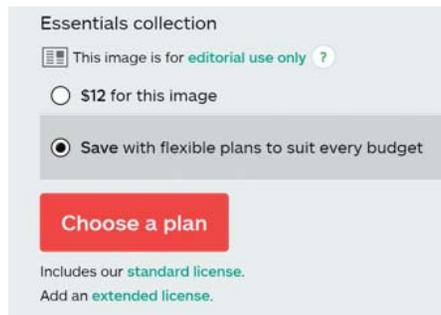
On Pinterest, you're allowed to repin other images on Pinterest (meaning, you can't copy to another platform). However, if the image you're repinning appears on Pinterest without permission from the author, you could be committing copyright infringement because you're "solely responsible" for anything you post.

What this looks like: Sally posts an awesome picture of chocolate cake on her blog, but she isn't on Pinterest. Emily really likes the picture and posts it on her Pinterest account with her recipe. Jennifer repins it on her board of

desserts. Both Emily and Jennifer may be liable to Sally for copyright infringement, even though Jennifer didn't know she was doing it.

What to do? Check the source of the original pin to make sure the author and that picture are on Pinterest.

Remember, take time to read the terms for each platform and understand what's allowed and what isn't. Doing this could save you a lot of heartache, time, and money in the future!



3: Choose the Right License When Using Stock Images

If you use stock images, you often have choices about what type of license you have for using the image. Generally speaking, the more expensive the license, the more you can do with the image. When you use a stock art service like iStock, make sure the license you choose allows how you're using the image.

A stock art service may let you choose which type of image license you need.

Just because you paid \$11.99 for a stock art photo doesn't mean you can use it however you want. Many licenses limit the purchaser to personal use only, online media only (versus print), or a certain number of uses.

If you're a designer or you use stock art to create images for others, make sure you have the license to do so. Sometimes you may need to make sure your customer buys the license directly from the company.

On the website where you purchased the image, look for license guidelines in the footer. Or you can always reach out and ask the company if your license permits your intended use of a picture.

Look for a license information link in the footer of the stock art service.

4: Get Permission From The Image Creator

Bottom line: If you're questioning whether to use an image or video, ask! In today's online world, most people are probably happy to give you permission to use their image, provided you give them credit.

Take Instagram, for example. Did you know that reposting is actually in violation of Instagram Terms? But (*and it's a big but*), given the platform and how it works, 99% of users are okay with (and like!) reposting that includes the good etiquette of linking back to their profiles.

Instagram's Terms of Use state that users must comply with the Community Guidelines.

However, say someone is among the 1% who don't want their content reposted. If that person finds people are doing it without their permission, they can file a report with Instagram or potentially sue for copyright infringement.

Just a word of warning: Some photographers and attorneys are on the hunt for people infringing copyright. Unfortunately, with copyright infringement, you can't claim you didn't know what you were doing, and are likely on the hook for damages under the statute. However, most are happy to settle out of court with a nice payout. I've heard of a picture of a pickle costing someone more than \$5,000.

When in doubt, ask. "Better safe than sorry" is a great motto when thinking about whether you're using images and videos legally.

5: Don't Assume Fair Use Applies to Your Use of Someone Else's Image

The term fair use gets thrown around a lot, but what does it mean? Well, it can be an exception to the exclusive rights a copyright owner has over their work. The Fair Use doctrine was created to allow for certain use of images and content as long as that use doesn't impede the author's rights.

Usually, fair use applies to comment, criticism, or parody; however, people have a lot of misconceptions about when fair use does and doesn't apply.

The Fair Use doctrine allows for certain use of images and content as long as that use doesn't impede the author's rights.

You can't claim fair use by simply giving attribution to the author. Fair use and attribution aren't related. Fair use is about how someone is using content and it's one of those wishy-washy gray areas where lawyers often say,



“It depends.” Courts use a four-factor test to determine whether fair use is in play:

- The purpose and character of the use (whether it’s for commercial or nonprofit/ education purposes). The more on the side of education, the more likely it’s fair use.
- The nature of the work.
- The amount of the work used compared to the whole work (meaning, was it a paragraph from a book or was it the entire book?).
- Effect on the market or value of the work.

An example of fair use would be using a snapshot of Marie Forleo or Gary Vaynerchuk in a webinar you’re doing about online marketing. But you can’t necessarily take an episode of Marie’s TV/video show and post it on your website, claiming education and fair use. The whole point is to balance copyright protection with the public’s interest. So ask yourself, what am I using the work for and am I using a lot of it?

Conclusion

The truth is that using images on social media and for online business these days is tricky. As is often the case, the law is behind the times and may take a while to catch up. But if you can keep these five tips in mind as you use images on social media, you’ll be way ahead of the curve. Educating yourself about copyright, social media platform terms, and image licenses will go a long way in protecting you.

Note: Nothing in this article is intended to be legal advice and is for educational purposes only. ●

Sarah Kornblet, JD, is an attorney for online entrepreneurs and owner of Destination Legal. After several years at a law firm and a few career jumps, she ended up falling in love with online business and helping entrepreneurs achieve their dreams in a smart and legally protected way. She can be reached at sarah@destinationlegal.com or via destinationlegal.com

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Slow Down to Go Faster, Marketers



By Jeanette McMurtry

Read more at bit.ly/2xO8jW1

Sometimes you have to slow down to go faster.

Those words of wisdom don't just apply to business strategy, they are highly applicable to marketing.

We live in an age of extreme digital addiction, consumers glued to digital devices every waking hour. As a result, marketers rush to buy up all of the digital channels they can to be present and steal mindshare from the other brands tweeting, posting, sharing and hoping to get attention, engagement and sales. Yet, the simple truth is that most brands can't really tell if it's working, if they are getting sales, and whether consumers are really focused on their messages, even when data analytics say they were.

The secret is quite clear: to create meaningful engagement with customers in ways that build brands for the moment, as well as brands for the long-term despite technological changes, brands must slow down in order to go faster. Faster toward securing meaningful, purposeful engagement that results in what matters most to brands, now, in the past and in the future — lifetime value.

As old-fashioned as it may seem, print is one of the best ways to do this. And one of the oldest forms of print at its best is the catalog.

In 1845, Tiffany and Company put out the first mail order catalog in North America, which they called the "Blue Book." Shortly after, the most commonly known catalogs like Sears and JCPenney took hold and the American catalog industry took off. Yet with online stores taking off and minimizing the cost to enter the retail world, print started to die off. Fewer ads in magazines, fewer catalogs — and eventually, for companies that dropped their catalogs, that meant fewer sales. A lot fewer.

Here's just one example: In 2000, Lands' End cut back on sending catalogs to consumers. The result was a mere drop in sales of \$100 million. When the company conducted a survey among its customers to see what happened, they found that 76 percent of their online customers reviewed their print catalog before going online. (Research by Kurt Salmon)

Xerox has helped add even more life to catalogs by using its variable data printing machines to create personalized catalogs. Like personalized direct mail which enables customers to see their names and transaction history in a letter written "just for them," customers can now see their names and other personalized information references in a multipage catalog.

According to Shelley Sweeney, a VP/General Manager at Xerox, brands are seeing big increases in results.

Catalogs are re-surging, not just because they can be personalized, but because they appeal

to some key psychological drivers that digital just can't. We humans are tactile people. We seem to trust more, believe more, like more and act more when we can reach out and touch something or someone. When we hold a magazine in our hands, carry it in our bags, and feel it with our fingertips, we feel connected. And when those catalogs present stories about the products, about the people who use the products, about the lifestyle qualities, values and causes associated with those brands and products, we feel connected with brands with a veracity that is hard to get from the fleeting digital screen with all of its moving parts, distractions and links to click.

Patagonia's catalog is a great example. This epic catalog features products alongside stories from its ambassadors and customers, sharing their personal stories in ways that inspire passion and evoke bonds with the brand telling the story. They use world-class photography to showcase the lifestyle of those who love their brand. And people love the art, story and products in the catalogs to the point that it not only creates product sales, but another life of its own. You can now purchase a book called "Unexpected," which features some of the best catalog photographs from over the years.

The Patagonia catalog is not a quick read. It's not a fast project and it's not about fast sales. It's about slowing down for a moment, to read, to touch, to ponder the life you want to live and *can* live with brands that provide you tips, ideas, inspiration, and connection.

Catalogs, now commonly called "magalogs," are critical tools that build connections like few other channels can. Some things just never go out of style and this form of communication is not heading that way fast. In fact, while catalogs might seem to some like taking a step backward, they are truly becoming one of the fastest steps forward. And all by slowing down to regroup on what we humans like most: tangible, credible communications about things that matter to us. ●

Jeanette McMurtry of e4 marketing is one of the DMA's highest-rated international speakers and direct marketing thought leaders. Jeannette is also an author, columnist, trainer, talk show host, and consultant. By building marketing programs upon the fundamental drivers of the human psyche, Jeanette has achieved unparalleled results for her client's DM programs. Contact her at: jeanette@e4marketingco.com.



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Things You Don't Realize You Already Know About Variable Digital Print



By Patrick Reagan

Direct marketers have incorporated digital platforms in their marketing efforts because of how the platform allows for dynamic content. Dynamic content allows marketers to develop communications and brand awareness in a very effective way because of the level of personalization they can achieve. This enhanced personalization creates relevance and therefore a greater response.

Some marketers feel that variable print can be complicated and difficult, but what most marketers may not realize is that the same technology they are comfortable with leveraging to create a variable digital impression is the same technology used for creating variable digital print (variable direct mail). Building a variable direct mail campaign to work in concert with a digital campaign may be easier and less intimidating than most marketers would think.

What You Already Know About Variable Digital Platforms (Including Print) That You Love:

1. Personalization. Creating a message that will resonate with individual customers and get them to act requires you to be relevant to their interests. Customer behavior drives a triggered response to keep the interaction alive and the customer engaged with the brand. Digital marketing allows mass messaging to a demographic or group to be left in the past. Customers demand more from the brands they choose to support. Marketers need to be relevant or be gone.

2. Timeliness. Fast triggers can get your message seen while the customer is still in the decision phase. The ability to score customer activity helps brands to be timely in their response and take advantage of the customer's need, excitement and interest.

3. Interactivity. Getting a customer to respond by visiting a store or website or calling an 800 number is the interaction most sought after by digital campaigns. The most relevant creative, copy and offer to that unique person will be the catalyst for a successful conversion.

4. Immediacy. Results can be measured quickly in terms of visitors, clicks, spend, etc. Dashboards and other tracking mechanisms allow for a certain level of confidence around the efficacy of a campaign and the ROI achieved.

5. Testability. Marketers can see quickly how a campaign is unfolding and if expectations are getting met or if changes are needed.

What You May Not Know About Variable Digital Print) That You Also Love:

1. *The mailbox is the easiest place to compete* for "air time."

Quick exercise:

Name the number of banner ads targeted to you this week: ____

Name the number of email solicitations you received this week: ____

Name the number of direct mail offers you received this week: ____

Customers see an average of 2900 marketing messages a day,



Depth.



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What Exactly Is Customer Lifetime Value and Why Should You Care?



By John Jantsch

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See more at bit.ly/2wRk6Fd

In the marketing world, niche terms and metrics get thrown around frequently, and while there is some jargon that you can just shrug off, there are others that you should pay attention to, which brings me to the topic I'd like to discuss today: Customer Lifetime Value (CLV).

This is a metric that is often misunderstood and, even more often, overlooked completely. In a nutshell, Customer Lifetime Value is the calculation of what a customer might be worth to your business over the course of doing business with you, perhaps over the course of a few years as opposed to a single transaction.

This number might change the way you look at how much you are willing to invest to get each new customer, so as you can see, it's an important number to follow. Once you understand the lifetime value of a customer, you can determine how much you're willing to pay in new customer acquisition costs.

For example, if a customer buys a \$500 service once every year on average for ten years if you keep them happy you might determine you can invest more in landing and keeping them.

This change in point of view often leads business owners from viewing marketing as an expense to viewing it like the investment it can be. Of course, there are many factors that impact CLV over and above simply measuring it.

Who Should Care About Customer Lifetime Value

For businesses that offer a customer multiple transactions over time, the concept of Customer Lifetime Value is pretty significant. For businesses such as home builders, who might only work with a customer once in their lifetime, this concept might not seem to matter. *Seem* being the keyword in that sentence.

In my opinion, the lifetime value of every customer, including those who make a one-time purchase, is unlimited because of the potential for referrals they can make. A happy, single-transaction customer might be a source of business for years because they are likely to talk about you and recommend you to others. It's happened to me personally many times.

How to Calculate CLV

To get technical:

LTV = Revenue from each paying customer per month, multiplied by Gross Margin, divided by churn (Gross Margin is the amount left over after the cost of goods sold, churn is the percent of people who leave).

“A focus on this North Star kind of number makes you look at every aspect of your business, because many times you can improve CLV by simply creating a better customer experience.”

Let's break that down a bit.

1. Compute your average sale and gross margin of profit — we'll call this number M (margin)
2. Determine the average number of sales, transactions, renewals, etc you can expect over some period if you keep your customers happy — we'll call this number R (repeat, renew)

In simplest terms $CLV = M \times R$

I have a \$2,000 product, and on average I make about \$500 off of every transaction, and people buy on average 4.75 times over the course of the relationship — it could be said that my $CLV = \$2,375$ or $\$500 \times 4.75$

Now, with that number in mind I can make some decisions:

- Am I investing enough in acquiring more customers?
- Could I find more products and services to sell?
- Could I find ways to create more frequent transactions?
- Could I find ways to get more referrals from these happy customers?
- Should I adjust my current pricing based on generating more sales or more profit?

A few notes for calculations purposes:

- Try to establish your baseline CLV # (where it stands today), so you have something to go to work on.
- The R # in the equation is a huge variable and can include transactions, renewals,

upsells, new products, special offers, etc. It's the number you can impact the easiest with your marketing efforts.

- If you have happy customers, there's a very good chance 20-25% of them would like to buy more — substantially more — go to work on that and make it a strategic initiative as soon as possible.

Here are some more suggestions on how to think about the relationship between CLV and Customer acquisition cost, as recommended by Jay Abraham, author of *Getting Everything You Can Out of All You've Got*:

1. Compute your average sale and your profit per sale
2. Compute how much additional profit a client is worth to you by determining how many times he or she comes back
3. Compute precisely what a client costs by dividing the marketing budget by the number of clients it produces
4. Compute the cost per prospect the same way
5. Compute how many sales you get for so many prospects (the percentage of prospects who become clients)
6. Compute the marginal net worth of a client by subtracting the cost to produce (or convert) the client from the profit you expect to earn from the client over the lifetime of his or her patronage.

Regardless of how long the average lifetime of your customers is, Customer Lifetime Value helps you determine how much you can spend for acquiring a new customer as well as how much you can spend to keep your current customers.

How to Increase Customer Lifetime Value

Here's why I love this metric — a focus on this North Star kind of number makes you look at every aspect of your business, because many times you can improve CLV by simply creating a better customer experience.

To improve your company's Customer Lifetime Value across the board, you need to take care of your customers and ensure that they are loyal to you. A few ideas to do this:

- Improve customer service: Provide your customers with the ultimate customer experience. This will help them to become repeat and loyal customers and will increase your odds of referrals.

- Solve your customer's problems: Remember, customers care about their interests, not yours. Make all marketing efforts and outreach client-centric and address their needs and pain points.
- Show you know your customers by sending them something they didn't even know they wanted: This personalization shows that you care and helps to build trust and relationships with your audience.
- Listen to what your customers have to say and keep them informed when a change is made based on their feedback
- Provide value even when it's outside of your wheelhouse (this is why I'm very vocal with the idea of creating a strategic partner network)
- Reward loyalty: Make customers know how much you appreciate them being brand advocates. You should appreciate all that loyal customers do for you, and it's important that you show that.
- Feature customers in your content or give them shout outs — make them feel special

Essentially, your marketing campaigns should nurture current customers as leads. If your lead nurturing endeavors are successful, then your average LTV should increase. If it isn't, then you know that you need to make adjustments in your lead nurturing endeavors.

The higher your Customer Lifetime Value is, the better off you are regarding acquisition costs. The high value means customers stick around and maintain a relationship with you, which can lead to consistent referrals moving forward.

Hopefully, based on the information I've provided above, you've realized that this is a metric that can't be ignored for all businesses, but especially for small business that need to pay attention to their bottom line.

So, let me ask you, are you tracking Customer Lifetime Value? If not, it's time you start. ●

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. John can be reached at john@ducttapemarketing.com.

and after a certain point begin to tune them out. Chances are you can't answer the first two questions without a very broad range that you're not even sure is accurate. However, your answer to the number of direct mail pieces has a range of +/- 2, maybe 3. Meaning, you have seen each direct mail piece that has come to your home and it has registered with you. Even if you didn't act, you saw the message and the call-to-action and offer had a chance to grab your attention.

2. The response rate of direct mail is 5.1%, according to the latest numbers by the Data and Marketing Association (DMA). This rate is over 700% greater than all digital response rates combined.

- Direct mail with digital ads yield a 28% higher conversion rate (*Study by Non-Profit Pro through Doctors Without Borders*)
- Marketing campaigns that used direct mail and one or more digital media experience 118% lift in response rate compared to using direct mail only. (*Merkle*)
- Both digital and digital print platforms are more powerful when used together rather than separately.

3. Variable digital print is cost effective. Cost Per Acquisition is nearly identical between direct mail and digital platforms. With the significantly higher response rates of direct mail, variable print has a cost per acquisition that is equal to digital platforms (with a more attentive audience). Further, the cost of direct mail is declining due to efficiencies in technology vs. the cost of digital increasing due to increased demand year over year.

4. Digital print is fast. It's fast to get into customer hands and fast to execute your campaign from concept to in-home.

- Digital print can be designed to run without great time commitments. Building a program with the end goal in mind can allow for data integration to flow seamlessly from the customer to the production floor and into the postal system.
- Campaigns or programs can be automated for trigger events as well as provide a fast avenue to A/B test.
- 82% of sales can be recovered at the end of 7 days

5. Many marketing software programs today have the ability to design, track and provide intelligence on direct mail campaigns for

effective planning and reporting. Print can be incorporated into a unified platform to track both your on-line and off-line campaigns.

6. Direct mail has the best recall. Neuro-marketing research shows that direct mail has better staying power and creates a stronger emotional connection. Getting a printed piece of mail physically into your customer's hands creates strong impressions in the brain and establishes an anchor for your brand.

When someone has a physical piece of mail in their hands, the message is harder to ignore. You can delete an email with a single click. A display ad or social media promotion can be skimmed over without being registered. However, you can't toss or recycle a piece of mail without seeing at least part of the message (note that best practices show you should be using teasers¹ on the outside of envelopes to encourage opening them).

So don't shy away from digital direct mail. It's not complicated to add to your toolbox and it can help generate great response. The same technology that allows you to create hyper-personalized digital campaigns can also allow you to create hyper-targeted direct mail. The two platforms have a lot more in common than not. An effective omni-channel campaign should have a healthy combination of digital and digital print working in concert.

The two working hand-in-hand can be the final push for someone to buy or to engage with your brand. Digital's timeliness and visibility and direct mail's ability to cut through the clutter and create strong impressions create a synergy that customers love. ●

Patrick Reagan is the Director of Sales & Marketing for Compu-Mail, LLC. Patrick helps database marketers deliver personalized, one-to-one customer experiences. He works with marketers to grow customer databases and revenue through intelligent customer mapping, modeling and data analysis, as well as seamless marketing integration. See the web site at <http://compu-mail.com> or contact Patrick at patrick.reagan@compu-mail.com or on LinkedIn.

Sources:

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

What Does "Loyalty" Look Like in 2017? (Part Two)

Q. With hundreds of loyalty/frequency/relationship marketing programs available to consumers, how can we make ours stand apart?

A. In the last issue, I summarized some of the findings of Ron Jacobs' presentation at this year's RACOM IMC Roundtable. Ron was the kickoff speaker at this event, which is sponsored by the Midwest Marketing Education Foundation. Ron, of course, is a CADM past-president, recipient of the CADM Downs Award, President of Jacobs & Clevenger, and patron of educational programs at DePaul University and through the Midwest Marketing Education Foundation.

In this column, I'll continue with some of Ron's insightful comments about "Loyalty 2017."

Ron notes that Key Performance Indicators "aren't forever," and that marketers need to

be vigilant to make sure they are measuring what matters for their loyalty programs. Measurements that he finds essential include:

- **Repeat Customer Rate** or RCR
- **Repurchase Ratio** (the ratio of repeat purchasers over one-time buyers)
- **Customer Loyalty Index** or CLI...with measures including:
 - How likely are you to recommend us to your friends or contacts?
 - How likely are you to buy from us again in the future?
 - How likely are you to try out other of our products/services?

"Starbucks is leveraging social media in new ways to gain word of mouth and viral marketing benefits. As an example, their Starbucks Unicorn Frappuccino sold out in two days."

- **Customer Engagement** including:
 - **Activity Time** – Average time users spend with your service; per day, week, month, or year — whichever is most relevant for your offering
 - **Visit Frequency** – How often a user returns to your service
 - **Core User Actions** – Track how users get to or use main the features of your user experience
 - **Lifetime Value of the Customer** or LTV

Agile Marketing

Ron suggests that the typical, step-by-step marketing plan of the past doesn't work well in today's world because "Today, marketing is a 24/7 continuous delivery process. Marketers need a planning process adapted to that change. An agile marketing culture encourages risk taking, innovative thinking, and targeted offers that are more like pleasant "moments" for the customer rather than something mainly focused on an immediate return on the marketing investment. He provided a couple of case studies that exemplify this change in focus. One was Toyota's "Power up with Jan" program, which focused on "loyalty around the service experience and customer retention." This DMA Gold Echo winning campaign can be reviewed at www.needfire.la/power-up-

with-jan/. As for Starbucks, Ron commended them for their "engaging and usable mobile experience." He especially recommended the "My Starbucks Barista" portion of the app, which features an Artificial Intelligence natural language-processing chatbot. Check it out for yourself at youtube: bit.ly/2kxisnp.

Starbucks Loyalty

Ron notes that "For Starbucks, loyalty is much more than a reward program." Starbucks is leveraging social media in new ways to gain word of mouth and viral marketing benefits. As an example, their Starbucks Unicorn Frappuccino sold out in two days. As Ron says, today's food trends have changed, "due to social media." The Unicorn drink was "an Instagram, Pinterest, and business success," according to Ron's research.

Howard Schultz, Starbucks' founder, promises many more special offers after the success of the Unicorn Frappuccino. "It is the most stunning example of our understanding of digital and social media and Instagram. Stay tuned because we have a lot more coming," he said. Starbucks' CEO, Kevin Johnson, added, "We will bring at least one new entirely new drink into Happy Hour this year that is going to be as good as Unicorn or better."

To conclude his talk, Ron summed up his recommendations for loyalty marketers in 2017 and beyond:

- Loyalty is not about rewards, but about *engagement and retention*
- Programs are built around the customer *experience*, not just reward structures — and they should be measured that way
- Loyalty marketing needs to be agile, to change and adapt the way it thinks, operates and communicates with customers and prospects
- Agile is not just a project methodology, but a cultural change
- Loyalty marketing needs to mesh with mobile marketing strategies to organizations' customer experience. ●



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"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.

WELCOME NEW MEMBERS

- **Linda English**, Marketing Communications Project Manager, Meyer Partners, Chicago
- **Vic Griseta**, Sales, Kelvyn Press, Broadview
- **Sherell Hollis**, Chicago
- **Adam LeFebvre**, Principal, Specialty Print Communications, Niles
- **Rashesh Palipi**, Development Lead, Epsilon, Bolingbrook
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We also welcome two new CADM members from Izea. Based in the Detroit area, **Kevin Blazaitis** is Vice President of Client Development, leading and developing sales strategy for IZEA's managed services (client development) which is responsible for more than 84% of IZEA's total revenue production. An employee of Izea since 2014, Kevin was previously employed by Carbon Media Group. He is a graduate of Grand Valley State University.

With Izea since 2008, new member **Larry Beaman** currently serves as executive director, strategic planning in the Chicago office. "In the past nine years with Izea," stated Larry, "I have learned every aspect of content, influencer marketing and paid digital/social." A graduate of the University of Central Florida, Larry previously served as Sales Specialist at The Home Depot, responsible for \$2 million in annual revenue. ●



Have you recently earned a certification? Honor? Promotion? Been published? Moved? If you have a submission for "Member Briefs," please send it to adMarks Editor, CADM, PO Box 578, Westmont, IL 60559-0578 or email info@cadm.org.

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