



# adMarks

Chicago's Multichannel  
Response Marketing Community

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## CADM Webinar: June 1

CADM will launch its new positioning, tiered benefits and pricing effective August 1. This free lunch hour webinar, Wednesday, June 1, is open to CADM members only, and will introduce our new initiatives, inform CADM members on our association's plans for an exciting future, and help you customize your 2016-17 membership features and benefits. Invest an hour to maximize your involvement and the rewards of your CADM community. ●

WEBINAR FOR CADM MEMBERS ONLY

**Ignition Is Our Mission:  
Positioning, Benefits & Pricing**

**When:** Wednesday, June 1, 2016  
12:00 p.m. – 1:00 p.m.  
**Fee:** Free. CADM MEMBERS ONLY  
**Registration:** Visit [www.cadm.org/events](http://www.cadm.org/events).

MAY CADM SOCIAL SPARKS

May 11 in Schaumburg • May 18 in Chicago

Come meet and network! • See page 3 or [cadm.org/events](http://cadm.org/events) for details

## It's Not All About Digital Customer Engagement: Consumers Want Human Connection

By Jim Tierney,  
Content Editor, Loyalty360

*See more at [bit.ly/1Slh6TQ](http://bit.ly/1Slh6TQ)*

Using digital technology to elevate customer engagement is a great way to enhance brand loyalty today. The rise of mobile customer engagement has been rapid and brands are working to meet customer expectations.

But, according to a new Accenture study, consumers prefer dealing with human beings as opposed to digital channels. In fact, the study shows that 83% of U.S. consumers prefer dealing with human beings over digital channels to solve customer services issues.

What's more, the study revealed that 52% of consumers have switched providers in the past year due to poor customer service, with banks, retailers, and cable and satellite television providers being the worst offenders. In the U.S., the estimated cost of customers switching due to poor service is \$1.6 trillion.

The Accenture Strategy report, *Digital Disconnect in Customer Engagement*, is based on the company's 11th annual Global Consumer Pulse Research, which gauges the experiences and attitudes of 24,489 consumers around the world about marketing, sales, and cus-

tomers services; 2,003 U.S. consumers were included in the sample.

"Companies have lost sight of the importance of human interaction and often make it too difficult for consumers to get the right level of help and service that they need," said Robert Wollan, senior managing director, Advanced Customer Strategy, Accenture Strategy. "Companies wrongly assume that their digital-only customers are their most profitable, and that customer service is a cost. Consequently they over-invest in digital technologies and channels and lose their most profitable customers — multichannel customers — who want experiences that cover both digital and traditional channels."

Human interaction remains a key element of customer satisfaction, the study notes. Nearly half (45%) of consumers said they are even willing to pay higher prices if it ensures a better level of service.

Physical or in-store experiences are also highly valued among consumers, as 65% agree that in-store service is the best channel for getting a tailored experience; and 46% say they are more willing to be sold new or upgraded products when receiving a face-to-face service compared to online.

### 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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## Springing Forward

It's spring time! I hope everyone is able to enjoy the warmer weather as they get organized and prepare for summer. Looking back on this winter, overall it was fairly mild with a dash of interesting Presidential Primaries. Thank you to all the members who attended CADM events over the winter months, volunteered their time for the Uline Basic Course and entered their marketing work and individuals into the 2016 Tempo Awards.

I am excited to welcome aboard **Uline** and **Kitewheel** as our newest CADM sponsors. Uline is our newest corporate sponsor and Kitewheel is our latest Platinum sponsor for the 2016 Tempo Awards.

- **Uline** has 13 CADM members and is the leading distributor of shipping, industrial and packaging materials to businesses throughout North America. [www.uline.com](http://www.uline.com)
- **Kitewheel** is the world's only cloud-based Customer Journey Hub designed exclusively for marketing agencies. Their mission is to provide world-leading technology to help their partners orchestrate and execute real-time consumer journeys. See [www.kitewheel.com](http://www.kitewheel.com) for their brand clients

I am looking forward to a great spring and summer full of big announcements, social activities, membership meetings and programming events.

- **New CADM Positioning, Benefits and Pricing Model** – CADM will be announcing in mid-May our new positioning, benefits and price model just in time for membership renewal. Please check out the event calendar in this issue and come out to one of our schedule events in May, June or July to learn more.
- **Social Activities** – In May, we have scheduled two happy hours, or Social Sparks — one in Chicago and one in Schaumburg. Social Sparks provide an opportunity to build and grow relationships with other CADM members in a casual environment. Our Schaumburg event will take place at the Westwood Tavern on May 11, and we will meet at Chicago's Pinstripes to enjoy conversation and bocce on May 18.
- **Membership Meetings** – We have two membership meetings coming up in June and August which are designed to allow our members to network and exchange actionable ideas and insights. The August membership meeting will be our annual meeting where we will be electing our new Executive Board and Board of Directors.
- **Tempo Awards Gala** – We will be honoring and celebrating our Chicago Response Marketing Community achievements on July 14, 2016 and officially announcing CADM's positioning, benefits and price model. It is going to be a great event and will be great to see all you attend.

I look forward to seeing everyone at our events and programs this May, June and July.

*Brad Schwab*

## May

**11 SOCIAL SPARKS in the 'Burbs**  
 5:30 pm – 8:00 pm  
 Westwood Tavern & Tap, 1385 N. Meacham, Schaumburg  
 Come meet and network with fellow multichannel response marketers. Appetizers provided; cash bar. Registration fee is \$15.00 for CADM members; \$20 for nonmembers.  
*Register at [www.cadm.org/events](http://www.cadm.org/events)*

**18 SOCIAL SPARKS in the City**  
 5:30 pm – 7:30 pm  
 Pinstripes, 421 E. Illinois in Chicago  
 Come meet, network and play bocce with fellow multi-channel response marketers. Appetizers and bocce provided; cash bar. Registration fee is \$20.00 for CADM members; \$25 for nonmembers.  
*Register at [www.cadm.org/events](http://www.cadm.org/events)*

## June

**1 CADM Webinar: Overview of New CADM Positioning, Benefits and Pricing**  
 12:00 noon – 1:00 pm  
 Have you wanted to customize your CADM membership? This webinar will educate CADM members on our new positioning, benefits and tiered pricing that take effect on August 1. Free, for CADM members only.

## June

**14 (tent) CADM Membership Meeting**  
 5:30 pm – 8:00 pm  
 FCB, 875 N. Michigan Ave., Chicago  
 Networking and exchange actionable ideas and insights with multichannel response marketing thought leaders. See [www.cadm.org/events](http://www.cadm.org/events) and events emails as plans finalize. Registration fee is \$25.00 for CADM members; \$40 for nonmembers.  
*Details and registration coming soon at [www.cadm.org/events](http://www.cadm.org/events)*

**23 Social Sparks in the 'Burbs**  
 5:30 pm – 8:00 pm  
 Venue TBA  
 Come meet and network with fellow multichannel response marketers. Appetizers provided; cash bar. Registration fee is \$15.00 for CADM members; \$20 for nonmembers.  
*Register at [www.cadm.org/events](http://www.cadm.org/events)*

## July

**14 Tempo Awards Gala Ceremony**

## August

**11 CADM 61st Annual Meeting**

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**"Why Your Digital Marketing Strategy Isn't Working."**

## 9 Social Marketing Lessons All B2B Marketers Should Know

By Elyse Dupre, Special Features Editor

Reprinted from [DMNews.com](#)  
See more at [bit.ly/23eWQIn](http://bit.ly/23eWQIn)

Whether you're a marketing maven or just starting out, make sure you're applying these tactics to your social marketing.

Marketing is constantly evolving, so it can be easy for marketers to focus more on what's next than on essential basic principles.

As **Ian Walsh** pointed out in "The Top B2B Industries on Social Media," different industries have varying levels of complexity that can influence engagement and audience growth (e.g., price point, buying cycle). Even so, there are some guiding principles that all B2B marketers can follow. Here are nine social fundamentals from Walsh, CMO of digital marketing analytics provider TrackMaven, and **Brendan Lowry**, marketing director for visual commerce platform Curalate.

**1. Know your audience.** Customers' social posts reflect who they are. Marketers should use insight from those posts to produce engaging social content that speaks to their audiences' needs and desires. Identifying key topics and creating content around them, Walsh says, will help marketers separate their content from the rest of the noise.

"Make sure you understand who your buyers are, where they go to learn, and what channels they engage on," he advises.

Lowry adds that paying attention to customers' social activities can shape other marketing initiatives. He says spending 10 minutes on a prospect's Twitter feed, for instance, can shed light on his favorite publications, pop culture interests, and personality traits and turn a cold email into more of a warm handshake.

"No sales CRM will be able to provide you this type of qualitative data," Lowry says.

**2. Be wary of content volume.** Technology has made it easier to produce and distribute content across multiple platforms, Walsh says. But even as marketers' content output increases, their target audience doesn't, and neither does the number of hours in a day. As a result, only the "cream of the crop" gets noticed, he says, and the rest falls to the wayside.

"Be judicious with the volume of content that you're putting into place," Walsh says. "You don't want to walk away and abandon your audience and only get in front of them every

once in a while. But if you're just torturing them to death with a constant barrage of content, then people are going to tune you out."

**3. Learn when to chime in and when to keep quiet.** Part of being conscientious about content production is knowing when to jump into a conversation and when to hold back. Even if a trend is catching fire in an industry, Walsh says, marketers should only create content about it if that trend is going to engage their audiences. Only produce content about a topic when it's possible to present it from a relevant angle.

"If everyone is talking about some trend in the industry...and you don't have something truly unique and compelling to say to bring to that conversation," Walsh says, "you're better off staying out of the conversation and sticking to the topics where you do have something unique and compelling to say."

**4. Use social as a place to have conversations.** Social media shouldn't be a projection platform for marketers to blast their latest campaign slogan. Instead, Lowry says, it should be a place where marketers curate content and have conversations with prospects and customers. Professionals should leverage their industry expertise to prioritize conversations, he adds, which customers will appreciate and reward.

"Simply broadcasting your own message won't move the needle," he says. "Actually, it may move the needle backwards, as prospects will grow tired of your vanity."

**5. Ask for what you want** (and make it easy to do). If marketers want customers to perform certain actions, then they need to be direct and ask. Include calls-to-action in posts, Walsh says, and ensure that they're tailored to each platform, such as inviting people to comment on a blog post or retweet on Twitter. He also recommends making it easy for customers to follow through with these requests. For instance, he says if marketers want to promote a visual element in a tweet, they need to include that element in the original tweet along with a request for retweets.

**6. Think channel-specific.** It can be tempting for marketers to slap the same creative across all of their channels for a campaign; however, Walsh says marketers should consider the channel first and then ask what they want to do on each specific platform, even if that means running a single-channel campaign.

Indeed, Lowry adds that marketers shouldn't consider social media as just a distribution platform. Each channel needs to be addressed differently, he says, and marketers should make sure the content they're investing time and resources in is being optimized for each platform.

As he puts it, "If 'social media' is a single bullet under 'distribution' in your most recent demand-gen plan, you're doing it wrong."

**7. Don't ignore Instagram.** Instagram isn't just for B2C marketers. According to TrackMaven's research, B2B companies experience their highest engagement ratios on this platform — and for good reason. Not only does it encourage engagement through commenting, Walsh says, but it also allows marketers to view text, images, and videos right in the platform, so users don't have to go elsewhere to view content.

"Engagement rates on Instagram across the board are about eight times higher than other major social media networks," Walsh says.

**8. View social as more than a content dumping ground.** Posting on social media shouldn't be an afterthought; on the contrary, marketers need to have standards for their social content. That includes refraining from posting content that clashes with the requirements and aesthetics a brand's managers have put in place.

"It looks amateur and, in some cases, may do more harm than good," he says.

**9. Remember, social isn't an add-on.** Although social media may not be at the top of every B2B marketer's to-do list, it is becoming essential. "It's not additive to the other ways that people engage with brands," Walsh says. "It's taking over [and] it's replacing the ways that people engage with brands."

Indeed, Walsh says social media "eats away" at other marketing activities, such as email and cold calling. So, it's important for marketers to be where their customers are.

"If you're not doing social media and your competitors are," he says, "then they are much more likely to engage your buyers." ●

*Elyse Dupré is a Special Features Editor for Direct Marketing News and covers ever-evolving trends in the marketing world. She joined DM News after graduating from Boston University with a B.S. in journalism and a B.A. in psychology. Elyse can be reached through Direct Marketing News.*



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## It's Not All About Digital *(continued from page 1)*

According to the study, there is plenty of room for improvement in the delivery of today's customer services:

- 81% of consumers admit that it is frustrating dealing with a company that does not make it easy to do business with them
- 73% expect customer service to be easier and more convenient
- 61% want it to be faster

Complaining on social media about poor customer experience is the norm for 44% of consumers who admit taking to social channels in order to vent.

- Once a provider loses a customer, 68% of consumers will not go back
- 80% of 'switchers' feel the company could have done something to retain them
- 83% say that if companies could provide customers with better live or in-person customer service, it would impact their decision to switch providers.

According to the study, companies that want to rebalance their digital and traditional customer service channels should consider the following:

**1. Put the human and physical elements back into customer services:** Rethink your investment strategy. The focus should be on delivering satisfying customer experiences — not methods of interaction. Ensure your channel management approach delivers integrated experiences.

**“83% say that if companies could provide better...customer service, it would impact their decision to switch providers.”**

**2. Make it easy for customers to switch channels to get the experiences they want:** Build customer service channels that enable consumers to fluidly move from digital to human interaction to get the outcomes they desire.

**3. Root out toxicity:** Define and address the most toxic customer experiences across all channels. These experiences can directly impact profitability. Identify the experiences that have the greatest potential downside and leverage those insights to guide an investment strategy.

**4. Guarantee personal data security:** 92% of consumers say it is extremely important that companies protect the privacy of their personal information. By not selling or sharing customer data with other companies, and guaranteeing that safeguards are in place to protect it, consumers will be more willing to provide personal information which can be leveraged to deliver better experiences. ●

A veteran writer/reporter, **Jim Tierney** is Content Editor at Loyalty360. As Content Editor, Jim handles online and print writing assignments, cultivating and maintaining brand contacts, thought leadership pieces, and editing of all Loyalty360 content.

Jim began his career as a sportswriter at The Manchester (CT) Herald. He then moved on to The Journal Inquirer, another daily newspaper in Manchester, CT where he worked as a news reporter for more than 13 years. In 2006, Jim became a Senior Writer at Multichannel Merchant magazine. Jim has covered sports, local and state news, business, lifestyle issues, and written op-ed pieces and columns. You can reach him at [JimTierney@loyalty360.org](mailto:JimTierney@loyalty360.org).



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## The 3 Levels of Memory: Marketing's End-Game



By Gary Hennerberg, Reinventing Direct

Repinted from [TargetMarketingMag.com](http://TargetMarketingMag.com)  
See more at [bit.ly/1Q8uY2G](http://bit.ly/1Q8uY2G)

Why is long-term memory a direct marketer's coveted end-game? Because our minds are wired to remember certain types of messages. If you want a favorable outcome, your marketing and sales success is more likely

when you instill long-term memory in your prospects. Creating long-term memory enhances your ability to make the sale and close the deal.

In today's world of relentless distraction, it's become challenging for our marketing and sales pitches to stick. So for today, here's a look at three levels of memory, and where you can plug in to channels and approaches that will help create long-term memory of you and your product.

For a couple of years I have become increasingly intrigued with new discoveries in brain research. Parallel to that research is my analysis of the brain's pathways of thinking and decision-making, and ultimately how people move themselves to take action.

It's my belief that to be successful now, you must first create at least short-term memory, with the most desired and successful level being long-term memory.

Synthesizing memory to three levels, marketers often begin with glance and forget marketing, moving to short-term memory, and the ultimate place you want messaging to breakthrough is with long-term memory about your organization and product.

In a post from earlier last year, explaining in detail why direct mail won't die (<http://bit.ly/1TIJm4>), I shared these three stages of memory:

- **Glance and Forget** means that in seconds we forget what we just saw or read. The vast majority of social media and mass media, just to name a couple of channels, is just that: glance and forget. That's why in these channels, repetition is key to move the prospect up the ladder to short-term memory.
- **Short-Term Memory** evaporates in just minutes or hours. This may be just enough time to move a person to action, but with the risk that there may be a misunderstanding of your product leading to cart abandonment, underutilized product potential, or cancellations.
- **Long-Term Memory** lasts several hours, a day, maybe a week, and in a few instances, a lifetime. Once you achieve long-term memory, your odds of closing are significantly enhanced. Moreover, this is how your customer becomes an advocate and sticks with you in the long run.

How do you move your prospect to long-term memory about you?

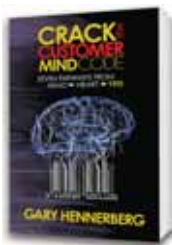
Start with a unique selling proposition to create differentiation for new memory. It begins in the hippocampus region of the brain. Use stories to reinforce your USP and solidify your message, leading to a deepened memory groove. Interpret your offer for the metaphorical left-brain. And take your prospect to an emotional right-brain place where they give themselves permission to take action.

How can you accomplish all of those steps? Often it takes a combination of channels. Unlike only a couple of decades ago, people consume information in a wide swath of channels. Channel choice options distract us now to the point that the average attention span has dropped to just eight seconds. We're multitasking like crazy while bouncing from a text to a computer to television to what just arrived in the email inbox.

Even with all of these channels, I still believe direct mail won't die. It's tactile. Reading comprehension is higher. It is, in my opinion, one the strongest — if not the strongest — channels a marketer can use to get to the valuable depths of long-term memory.

On the other side of this thinking are marketers who only use digital. They, in my opinion, are on shaky long-term ground. That probably explains why marketing strategy and creative firms, like my own, are hearing more and more from digital firms who want to use direct mail. They now realize that an online-only play may reach a prospect in a glance-and-forget stage and only creates enough short-term memory to snag conversions. But for stronger sales that don't result in cart abandonment, poorly understood product benefits, and cancellations, direct mail is still what can create that coveted long-term memory. ●

*Gary Hennerberg is a mind code marketing strategist, based on the template from his new book, "Crack the Customer Mind Code." (See [www.customermindcode.com](http://www.customermindcode.com).) As a former marketing and product manager, agency executive, and now a sought-after consultant and creative director, Hennerberg has successfully transferred traditional direct marketing principles to online media. He weaves in how to identify a unique selling proposition to position, or reposition, products and services using online and offline marketing approaches, and copywriting sales techniques. He is sought-after for his integration of direct mail, catalogs, email marketing, websites, content and search marketing, and more. Follow Gary on LinkedIn or e-mail him at [gary@hennerberg.com](mailto:gary@hennerberg.com).*



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## Direct From The Heart Debuts with the Chicago Literacy Alliance



*Betsy Harman*

Direct From The Heart (DFTH), CADM's program to provide expert speakers to area non-profits, got off to a great start with a presentation in February by CADM member Betsy Harman to member groups of the Chicago Literacy Alliance (CLA). Betsy presented on "How To Craft Compelling Annual Appeal Messages To Drive Individual Giving." Her appreciative audience included staff from literacy organizations including Working in the Schools (WITS), Children's Literacy Alliance, Literacy Volunteers of Illinois, Tutoring Chicago, Bookwallah, Kids Like Us, Innovations for Learning and Reach Out and Read.

"Betsy was wonderful and very knowledgeable," said Alison Hanold, Partnerships Director at the CLA. "We are so grateful to have made this connection with CADM and Direct

From The Heart as a resource for our member groups." The CLA is looking to schedule more DFTH speakers for weekly lunch and learn programming. The CLA is also considering longer, full-day programming with multiple speakers to which DFTH speakers might contribute.

CADM member and speaker Betsy Harman, who is Director of Donor Cultivation for Feeding America, also provided excellent feedback regarding background information and other preparation details that would be useful for future speakers to have ahead of their DFTH engagements. All in all, this first experience for a CADM speaker and for the Chicago Literacy Alliance proved educational on many levels — for the speaker, the sponsoring group and CADM. ●



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## Use Neuromarketing in Your Direct Mail



By Summer Gould, President, Eye/Comm Inc.

Repinted from [TargetingMarketingMag.com](http://TargetingMarketingMag.com)

See more at [bit.ly/1LK9iWw](http://bit.ly/1LK9iWw)

So what is Neuromarketing? It's marketing that focuses on the brain. Since the brain makes all of our decisions, we should target our marketing there. Most current direct mail marketing is focused on upper brain function that involves reasoning, sometimes with emotion. This is the wrong approach. It involves too much thinking and is a turn off to many recipients. So let's take a look at the brain and where we want to target our direct response marketing.

- **Upper Brain:** Your upper brain is the high functioning smart brain. It is rational and processes information slowly. This is your conscious thought area and is somewhat controllable. This part of your brain is "off" when you are sleeping.
- **Middle Brain:** This is where your emotions are. When emotions are triggered here, they get processed in the upper brain.
- **Lower Brain:** This is the fast processing area of your brain, but it is limited to all your unconscious systems — heart, breathing, nerves and so on. This is the oldest part of the brain. This area focuses only on what is happening immediately. It is your autopilot and is always on. We cannot control this part of our brain. This is all about system response such as fight or flight.

Now that you know basically what parts of the brain control what functions, you are ready to see where we should be targeting our direct mail. That target sweet spot is the lower brain. Since it deals with immediate processing and does so without our input, marketers have a better chance of eliciting a quick response when we can tap into that area of the brain. You have about five to six seconds for your message to be understood before the recipient moves on to something else. Because of that, you need to keep it simple.



How to target the lower brain:

- **Self** – The lower brain is all about protection and is selfish. Tap into that with concise statements including the word "you."
- **Limited Choice** – Provide a two-choice scenario, one where disaster strikes and the other where your product or service either prevents it or fixes the problem.
- **Connect** – You need to connect your product or service with a real world example. This must be believable, not a far-fetched story.
- **Start/Finish** – You need to start fast and effective, and end the same way. Limit the middle message so you don't move to the upper brain.
- **Visual** – You need to convey your messaging visually with images and graphics using a very limited number of words. The eyes are the gateway directly to the lower brain; use that to your advantage!
- **Emotion** – It is important to use emotion that starts out in a negative way and is solved by you in a way that creates positive feelings.

You need to factor all six of the above elements into your direct marketing campaigns in order to reach the lower brain and increase your response. Direct mail is very visual, so keep your message simple and incorporate that into your images and graphics.

One more thing to keep in mind is to not overwhelm the brain with too many images or graphics. Give the eyes one focal point that gets your urgent message across fast.

Lastly, stay away from using numbers, they activate the upper brain. As with all marketing, direct mail works best when messaging is repeated, so find your focus and go after it.

If you are interested in learning more about neuromarketing, check out [www.salesbrain.com](http://www.salesbrain.com). ●

*Summer Gould is President of Eye/Comm Inc. Summer has spent her 23-year career helping clients achieve better marketing results. She has served as a panel speaker for the Association of Marketing Service Providers conferences. She is active in several industry organizations and she is a board member for Printing Industries Association San Diego, as well as a board member for Mailing Systems Management Association of San Diego. She is also a committee member for Visionaries in Philanthropy which benefits San Diego Meals on Wheels.*

You can find her at Eye/Comm Inc's website: [eyecomm.org](http://eyecomm.org), email her at: [summer.gould@eyecomm.org](mailto:summer.gould@eyecomm.org), on LinkedIn, or on Twitter @sumgould.

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## New CADM Corporate Sponsor Uline Hosts The Basic Course “On the Road”... Again!

For the third year, CADM kicked off its Basic Course at Uline in Pleasant Prairie, Wisconsin on March 9.

For more than 60 years, CADM has facilitated The Basic Course in Chicago, presenting the latest basic response marketing principles and best practices to marketing professionals.

**Liz Uihlein**, Uline’s President, recognized the value of the course and reached out to CADM to bring the course to her company. In 2012, CADM presented the first Basic Course at Uline. The program was so successful that CADM was invited back in 2014, and now again in 2016.

This year 20 students are taking the course. Over eight weeks they will be taught response marketing techniques and principles by some of the region’s most respected marketing professionals. Over the weeks they will develop a direct marketing campaign to present to a panel of judges from the CADM membership at the grand finale presentation night on April 27.

This year, the teams have the advantage of being coached by expert Chicago direct marketer Jim Sherman, Marketing Director of Car-X Tire & Auto, adding even more value to the program. ●



*Uline's CADM Basic Course Class of 2016, shown with Basic Course Coach Jim Sherman, Marketing Director of Car-X Tire & Auto.*



**By Natasha D. Smith,**  
Senior Editor, DMNews.com

[Read more at bit.ly/1UH5Xjq](http://bit.ly/1UH5Xjq)

OK, apparently my Fitbit isn't just a cool tech toy; it's a marketer's dream.

I finally took the plunge this year. I bought a Fitbit. And not just any Fitbit — the Surge. From what I can tell, it's the Cadillac of fitness-tracking wearables. I'm still learning how to use it, but this thing seemingly does everything. I track my steps, monitor my calorie intake, my sleep, heart rate, number of floors climbed; I can measure different types of exercise and even the effects on my body. And it's fun because it has a social element, so I'm finding coworkers who also use Fitbit; and we compare our activity and stats, and sometimes get a friendly competition going.

For tech-savvy marketers, my new Surge could be a dream come true. This wearable reveals the times that I'm most active, my personal fitness goals, and other useful data, like my location. These personal statistics and

## Wearable Tech = Vital Data

biometrics, potentially, can lead to the right individualized marketing campaigns, perfectly crafted messages, and long-awaited sales.

Of course, we're still in the fledgling days of using data from wearables for direct marketing — although there was major buzz around fitness-tracking wearables at CES 2016 in Las Vegas, which sparked conversation and sessions centered on smartwatches, such as the Apple Watch and the new Android Wear, and how companies can use them to launch innovative marketing plans.

The advantage for marketers is that these wearables collect reams of data, and for those who are forward-thinking, this popular technology is beginning to shape the way marketers plan events, personalize campaigns, and predict consumers' needs and desires. For some companies, fitness-tracker watches are in the same category as beacon technology, smartphones, and virtual reality. They give marketing teams a chance to develop sensor-based marketing promotions that stimulate emotion and garner personal ties to a brand. Sensor-based marketing

allows companies to provide services through wearables, such as payment options or push notifications.

Marketers are still figuring out ways to work with wearables — but for those who haven't yet, it's certainly worth the try in 2016. Some remain skeptical because it's a new frontier. There have been, however, some cases in which companies have successfully pulled insights or pinpointed a group of target consumers based, at least in part, on data from wearable tech. Even wearable clothing is undergoing major developments from brands such as Under Armour, Levi's, and Ralph Lauren. More success from leading companies will inspire others to apply these methods or adapt them to their own marketing efforts. ●

*Natasha Smith is Senior Editor for Direct Marketing News and covers data, email, social, mobile, tech, case studies, and marketing trends. She joined DMN in February 2014. Her journalism experience includes reporting and producing at Cotton Candy magazine, NBC New York, News 12 New Jersey, and CNN in Atlanta.*



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

## 10 Tech Trends for 2016 – A Look to the Future with Keith Brophy

Q.

In past years, you have provided an overview of Tech Trends from Futurist Keith Brophy. Did Keith have any new trends for 2016?

A.

You bet! Keith recently presented his annual Tech Trends at aimWEST in Grand Rapids, MI, and I was in the first row.

I told Keith later that I wasn't

texting...I was taking notes on my iPhone to share with my *adMarks* readers.

Before starting in on his presentation, Keith shared with his audience the status of his forecasts over the past 15 years. He freely admits that he's had what he calls "clunkers" — 16% of his predictions didn't work out. Of his remaining prognostications, 44% have proven true, and 40% are what Keith calls "in transition" — or too soon to tell their enduring impact.

Here's a partial list of Keith's "clunkers" — things that just have not happened to date:

- Demise of Facebook
- Chips implanted in most of our bodies
- Virtual reality catching on earlier

- Importance of the Segway
- Google Glass popularity
- Alternative energy
- Digital healthcare advances

**"Personal robots will be deployed by consumer-oriented businesses to address customer-facing tasks and collect vast amounts of...data in the process."**

Keith's top winners over the years have included:

- Dominance of the iPhone
- Growth of social media
- Dominance of tablets
- Importance of Facebook (predicted in its very early years)
- Drones
- Self-driving cars
- 3-D printing
- Big Data
- Internet of Things
- Mobile-based society
- Disruption of publishing

To the 2016 reader, the winners may seem obvious, but keep in mind that Keith predicted these years ago, when they seemed really "out there" to many in his audience.

So with the clunkers and winners as a backdrop, here's what's coming up in the near and far future, according to Keith.

1. **Connected self-driving vehicles** owned by companies rather than individuals will become our primary means of transportation. Keith's prediction will be bad news for Uber and Lyft drivers if it comes true. He believes that self-driving cars will continue to advance to the point where it will be cost-effective for most of us to give up owning our own cars and simply call for a self-driving vehicle whenever we want to go somewhere. No human drivers necessary. Keith's research shows that automakers and firms like Uber and Lyft are already planning for this potential transition. With 1.2 million auto deaths globally each year, 90% of which are caused by human error, this change could be a lifesaver for people all over the world.

2. **Transportation pathways** restricted to connected sub-driving vehicles will replace many roads. It likely will be a tough transition from human-driven cars to self-driving cars. Keith suggests that at first, there may be special lanes for the self-driving cars while the regular lanes for traditional drivers still remain. Beacons will talk to the self-driving cars to coordinate transport. This will lead to a safer, saner ride with "no shifting lanes or tailgating." Keith says that "cars can travel more closely together without road rage or emotion." Eventually, he predicts that driving one's own car will become a hobby relegated to special tracks set aside for that purpose.

3. **Personal robots** will be deployed by consumer-oriented businesses to address customer-facing tasks and to collect vast amounts of consumer interaction data in the process. Keith showed a small robot that he had years ago — it looked a bit like a tiny R2-D2 from Star Wars. So far, Keith notes that the United States "is not very robot-friendly." Robots are used in industrial applications, but not in homes very much to date. That is predicted to change as a character named "Pepper," a customer service robot, is selling out every time more models are produced at \$3,000 per robot. To see "Pepper" in action, go to YouTube and search "Interview with Pepper the Robot".

In the June issue of *adMarks*, I'll share predictions 4 through 10 from Keith Brophy's 2016 Tech Trends." ●

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

## WELCOME NEW MEMBERS

- **Adam LeFebvre**, President at Specialty Print Communications in Niles
- **Valerie Long**, Executive Assistant at Specialty Print Communications in Niles
- **Kuntal Shah**, Strategic Analytics Director, FCB in Chicago

## MEMBER PROFILE



Project Manager at Abelson-Taylor, **Casey Gold** has been a CADM member since graduating from Columbia College in 2012. "I am a passionate professional with a commitment to achieving meaningful work through creating, learning and growing unique projects," he shared. "I am skilled in project management and social media with an expertise in marketing, operations, healthcare and production."

Casey has also worked at CAHG, Meridian Health Plan and Firebone. As a consultant, he has worked with clients on media, PR and marketing training. He has supervised events at Soldier Field, and was a radio personality with Fusion Radio.

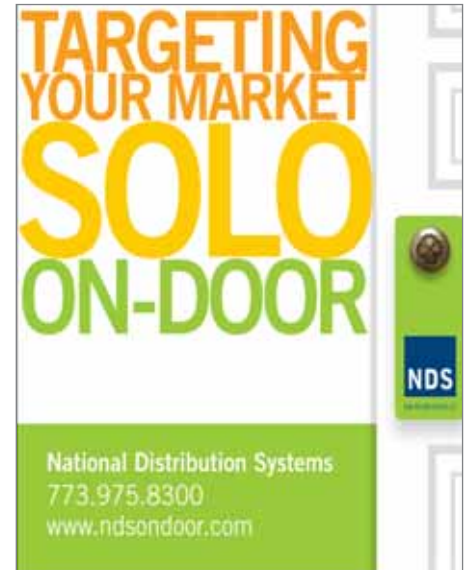
For the past two years, Casey has served on CADM's Tempo Awards Committee. His event planning expertise was apparent with the Awards Ceremony.

When asked what he values about his CADM membership, Casey responded: "Being part of CADM has provided me with an excellent body of knowledge, education and mentorship. Not only have I connected with people who have offered a wealth of insight and how-to's, but also are interested in my story and what I can bring to the table with my generation. I like the chance to share my experiences and possibly a different perspective. Not only have I made valuable professional connections, I have also made friends along the way."

## CONGRATULATIONS TO

**Cyndi Greenglass** of Diamond Marketing Solutions, who was recently named among the 2016 "Women to Watch in Sales Lead Management" leadership program. ●

*Have you recently received a certification? Special award? Honor? 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](mailto:info@cadm.org).*



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