



# adMarks

Chicago's Multichannel  
Response Marketing Community

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## JAN. 31 MEMBERSHIP MEETING: Super Bowl LI Advertising

*Free for CADM Premier Members!*

Each year, **Prof. Tim Calkins** of Northwestern's Kellogg School, organizes Kellogg students to watch the Super Bowl and assign grades to the game's showcase advertising. Numerous reporters then interview Prof. Calkins into the wee hours for broadcast on Monday morning.

Join CADM a week before the Big Game on Tuesday, January 31 from 5:30 – 8:00 p.m. at OgilvyOne. Prof. Calkins will preview Super Bowl LI's highly anticipated ads. Spark ideas and business relationships at this Membership Meeting.

Registration is free for Premier Members; \$36 for Basic Members; and \$40 for Non-members.

### CADM MEMBERSHIP MEETING

**When:** Tuesday, January 31  
5:30 p.m. – 8:00 p.m.

**Where:** OgilvyOne,  
350 W. Mart Center Dr., Chicago

**Fee:** Free for CADM Premier Members  
\$36 for Basic Members  
\$40 for Non-Members

**Registration:** Visit [www.cadm.org/events](http://www.cadm.org/events).

See [cadm.org/events](http://cadm.org/events)

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# 2017

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SAVE THE DATE: TUESDAY, FEBRUARY 7, 2017  
**CADM Webinar: What is Content Marketing?**  
 With the unified.agency team — See Page 3 for more info

### WEB CONTENT CHECKLIST:

## 21 Ways to Publish Better Digital Content: Part 2

**By Andy Crestodina**  
Strategic Director, Orbit Media  
[See www.orbitmedia.com/blog](http://www.orbitmedia.com/blog)  
*In this issue, we continue from December adMarks.*

### Human Psychology Elements

The following elements help align your article with human psychology and increase the likelihood that the article will be clicked, read and shared.

**Featured Image**  
Articles with images are more likely to be shared and clicked in social media. Content with images is much more visually prominent in social streams. Images also make your message more memorable, thanks to the pictorial superiority effect.

Never publish an article without an image.  
The featured image at the top of the article is most likely to appear in social streams if

the article is shared. Most social media sites show a rectangular area of the image, which is roughly twice as wide as it is tall.

This "aspect ratio" of 2:1 means tall images get cropped, showing just the area vertically centered.

So images optimized for social media meet one of these two criteria:

- They are twice as wide as they are tall, or...
- The main subject of the image is within the center vertically, rather than near the top or bottom.

Also, adding the headline of the article (or a version of it) into the image itself makes the image more meaningful, increasing the chance that it will get clicked when shared in social media.

## 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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## Happy New Year!

What a year 2016 was for the world of response marketing. We continued to see discussion around customer-centric relationships and life cycle strategies rise in prominence - even within organizations that had traditionally turned their back on the practice. For those of us who have lived and breathed this discipline for years, and never lost sight of the importance of one-to-one customer experiences, it seems so intuitive.

More and more, we're seeing acknowledgement in the industry that data driven marketing is fundamental to business growth and profitability. What's most exciting is that, despite all the progress and momentum we saw in 2016, I believe the best days for response marketing are yet to come.

It's not so much a resolution, but one of my personal (and professional) goals for 2017 is to continue to learn and grow as a steward of our practice. At a national level, the DMA is working to protect the responsible use of data to drive value in the marketplace, and it's certainly an area of passion for all of us who are a part of the CADM as well.

While the DMA and CADM are separate entities, we are aligned in our ideals and I want our membership base to know that our board is working closely with global DMA leadership to ensure our local Chicago community is at the forefront of the discussion. Please feel free to reach out to me at any time if you'd like information on how you or your organization can become involved in helping shape the future of our practice at a local, national or international level.

In this issue, **Andy Crestodina** shares Part 2 of his "Web Content Checklist" to publish better digital content. **Perry Simpson** writes about less-discussed consumer behavior changes and how brands should respond. Where were you in 1985? **Paul Bobnak** takes a look at past holiday catalogs. **John Jantsch** looks at the future of business...and how you need to adapt to *stay* in business. And our DM Expert, **Susan Jones**, talks about how Repair Clinic assists consumers with fixing their own appliances... and selling the parts to do so.

Thank you all for your continued support of CADM and our passion for sparking ideas, business relationships and career growth. I look forward to seeing you at a CADM event soon!

Cheers to the start of an incredible 2017,

P.S. Just a reminder that we are now accepting 2017 Tempo entries! *Premier members receive a 30% discount on Tempo entries and Tempo Gala registrations, so please consider upgrading your membership today.*

I am 2016-17 CADM President and SVP, Group Management Director at FCB.

Tweet me at [@JoshBlacksmith](https://twitter.com/JoshBlacksmith) or email me at [josh.blacksmith@fcb.com](mailto:josh.blacksmith@fcb.com).

## January 2017

### 2 Tempo Awards Entry Portal Opens

Entries for response marketing works and talent for the 2017 Tempo Awards will be accepted through March 31.  
See [cadm.org/tempo-awards](http://cadm.org/tempo-awards)

### 31 Membership Meeting – Super Bowl LI Advertising

5:30 pm – 8:00 pm

OgilvyOne, 350 W. Mart Center Dr., Chicago

Each year, **Prof. Tim Calkins** of Northwestern's Kellogg School organizes Kellogg students to watch the Super Bowl and assign grades to the game's showcase advertising. Join CADM a week prior to the Big Game for a presentation by Calkins previewing Super Bowl LI's highly anticipated ads.

Registration is free for Premier Members  
\$36 for Basic Members; and \$40 for Non-members.

See [cadm.org/events](http://cadm.org/events)

## February

### 7 CADM Webinar: What Is Content Marketing?

12:00 pm – 1:00 pm

Join the unified.agency team on February 7th for an engaging conversation on content marketing. This webinar will provide an overview of content marketing today: What it means; where most companies go wrong; and how to make sure it's an effective part of your marketing strategy.

Registration is free for Premier Members;  
\$31.50 for Basic Members; and \$35 for Non-Members.

See [cadm.org/events](http://cadm.org/events)

### 7-9 Direct Marketing Institute: Sponsored by DMA

9:00 am – 5:00 pm daily

University Center Conference in Chicago

Whether you're a beginner in the DM world or a seasoned professional getting ahead of the curve on the latest techniques and technology, the three-day Direct Marketing Institute is for you. This seminar will cover the core areas of each marketing channel, from offers and propositions to copywriting and design — across digital, direct, and integrated marketing — all with detailed examples and step-by-step tactics. You'll come away with a firm grasp of direct marketing's best practices and practical strategies to implement them. CADM members save 20% off registration. Call 312-849-2236 for Discount Code.

CADM members save 20% off registration.  
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See [cadm.org/events](http://cadm.org/events) for information

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## < | Web Content Checklist Part 2 (continued from page 1)

### Human Psychology Elements Checklist

<input type="checkbox"/> Secondary Headline	After the first headline (also in the h1 header) but separated by a colon, parenthesis, dash or comma, a secondary headline includes: <ul style="list-style-type: none"> <li>• A number, if possible</li> <li>• Clear indication of the benefit of reading the article</li> <li>• Create urgency, trigger curiosity or emotion</li> </ul>
<input type="checkbox"/> Featured Image	Twice as wide as it is tall for ideal social sharing. Includes the headline of the article within the image (optional)
<input type="checkbox"/> Subheaders	Each section of the article begins with a clear subheader, formatted as <h2>
<input type="checkbox"/> Lists	Bulleted and numbered lists that make content easy to scan
<input type="checkbox"/> Formatting	Short paragraphs (four lines maximum) Bolding and italics call out key takeaways
<input type="checkbox"/> Links	Link to another article Link to product or service page
<input type="checkbox"/> Quotes and Mentions	Contributor quote from an expert in the field Mentions an expert, including a quote from something they've written
<input type="checkbox"/> Examples and Evidence	Support for any claims through specific examples and data Proper citation (link) of any articles or studies
<input type="checkbox"/> Call to Action	Invites reader to comment, subscribe or download
<input type="checkbox"/> Author Box	Image of author's face Several sentences about the author's relevance Link to full bio on-site or preferred social media profile

### Additional Media Elements Checklist

<input type="checkbox"/> Secondary	Additional images appear down the page. Images Ideally, one image at every scroll depth, so an image is always visible.
<input type="checkbox"/> Video	Embedded video at the top of the article.
<input type="checkbox"/> Audio	Embedded audio player at the top of the article
<input type="checkbox"/> Slideshare	Embedded Slideshare presentation
<input type="checkbox"/> Click to Tweet	Specific quotes shareable on a single click
<input type="checkbox"/> PDF	Alternate version available for print or download, available on click or by entering an email address.

### Subheaders

People tend not to read online; we tend to scan. To make your content scannable, add subheaders into the article, breaking up the article into sections. These serve as mini-headlines for subsequent paragraphs, keeping visitors reading.

These subheads should be formatting using <h2> or <h3> tags, not just bolding.

### Lists

Lists give you a natural reason to use numbered headlines, telling readers that the article will be formatted for easy scanning. Lists articles are successful because we're busy. They align with our psychology.

- Use bullet lists whenever there are three or more distinct ideas in a section
- Use numbered lists as a format for the entire article or whenever sequential ideas are presented
- Avoid list formatting when telling stories with a narrative flow

### Formatting

Don't hit your visitors with a wall of text. Format your content so it's accessible and engaging to busy visitors.

- Short paragraphs
  - No paragraph should be longer than four lines maximum. Use very short paragraphs of one sentence or even one word to add emphasis.
- Bolding, Italics
  - Excellent ways to add emphasis and make content more easily scanned, but don't overdo it.
- Personal tone
  - Readers are people. Write as if you're writing for one, specific person. From you, to her.

### Links

Your goal is to eventually convert your reader into a lead or a customer. As Barry Feldman put it, "Your site is the mousetrap, your content is the cheese." But if you don't help make those connections between the cheese and the trap, you catch fewer mice.

Here are four type of links to create every time you publish

- Link from each new article to an older article
- Link to each new article from an older article
- Link from every article to a product or service page
- Link from each article to the article of an authority or expert with supportive content (see below)

There is a powerful SEO benefit here. Links between pages helps the authority flow between pages on your site, although these links have far lower impact on rankings than links from other websites. Internal links are also an opportunity to use target keywords in anchor text.

### Quotes and Mentions

If optimizing for search means adding keywords, then optimizing for social means adding people. Input from experts add credibility and will make your article more interesting.

It's also more likely to be shared, since people tend to share articles that mention them.

There are two basic approaches to adding quotes:

- **Quote, Share and Mention**

Find a quote that supports something you've written. Add it to your article, citing and linking to the original. Once the article is live, share it in social media and mention the author of the quote. Or simply send them a message letting them know you quoted them.

- **Ask for a Contributor Quote**

While writing, reach out to an expert or two (probably someone you're already building a relationship with) and ask them if they'd like to contribute a few sentences or a paragraph. If they do, add a picture and link if possible. Once it's live, let them know.

Don't expect experts to instantly share articles they're mentioned in. But most will, giving you a social media boost. If not, it's still great for your content and great networking.

### Examples and Evidence

Great writers support their claims with evidence. They add clarity with examples. Here are types of evidence that you can add to your content to make it more compelling.

- Research studies and statistics
- Charts and graphs with supportive data
- Stories and case studies
- Supportive resources
- Relevant (positive or negative) examples

Ideally, there is evidence supporting each point in your article.

Similar to quotes, these are all are ways to work other people into your content, and more people means more mentions and possibilities that they will share.

### Call to Action

Now that you've given your reader a high-quality, well-structured piece of content, it's time to ask for something in return. Every great post has a call to action, inviting the visitor to become more engaged with your content or your business.

If nothing else, the call to action is simply an invitation to leave a comment. Ask a question that they can answer with a comment, ask for other ideas that would complement the article, or even invite the reader to disagree with you.

Another call to action is a one-sentence pitch to subscribe to the newsletter. The moment they finish reading the post is the high point

of their appreciation. This is when they are most likely to subscribe.

For web pages, a call to action may invite the reader to contact you. Your goal is to start a conversation about how you can help them even more... if they become a lead.

Tip! Calls to action should use the same compelling language that you use while authoring subject lines, headers, Tweets and anything else that you want a reader to act on. "Contact us" is not a call to action. "Ask Andy for more advice on web marketing" is.

### Author Box

Blog software often makes creating the author box very easy. Easy or difficult, it's worth the effort since it has social media and conversion benefits. The ideal author box includes the following:

- Profile picture
- Brief bio (no more than a few sentences)
- Link to the author's bio on the website
- Link to other social media profiles, Twitter, Google+ or LinkedIn.

### Additional Media Elements

Here are ways to improve quality by adding more compelling media. Of course, you won't add all of these to every article. But we recommend upgrading your content with something from this list on a regular basis.

#### Secondary Images

Subheaders and formatting make articles easier to scan, but adding images throughout the article is even better.

If you add an image every 500 pixels or so (after every three or four paragraphs) then there will be something visual to keep the visitors attention at every scroll depth. In other words, at no point in your article will there be a screen of all text with no images.

In our annual blogger survey, we've found that more bloggers are adding more images. In fact, 48% of surveyed bloggers are adding multiple images per post.

#### Video

The combination of movement and sound make video the most compelling format for content. Adding video to the top of a post is one of the best ways to get visitors to stay. Getting visitors to stay on your page has indirect SEO benefits.

The video thumbnail (default image) should use the same best practices as featured images.

#### Audio

Similar to video, audio is a big media upgrade to any post. It's also easier than you think

1. Turn on the recording software on your computer
2. Read the post in a conversational tone
3. Save as an mp3 file
4. Upload to Soundcloud or Sproker
5. Embed the audio player of the file to the page by copying and pasting in the <iframe> code, just as you would a YouTube video.

### Slideshare

If your article was ever a presentation, it takes only minutes to add it to Slideshare and embed it into the article. But even if it was never a presentation, you can easily add a gallery by putting images into PowerPoint, uploading the PowerPoint into Slideshare and embedding Slideshare into the post.

### PDF Download

The PDF is really an alternate version of an article, added as a convenience for visitors who may want to download or print it. Large companies doing B2B marketing often add these to white papers or case studies.

More recently, the PDF is a common format for the "content upgrade," available to visitors who enter an email address. This is a cornerstone tactic in marketing automation.

Links to PDFs can include an icon and an indication of the file size, similar to this:



Download a PDF version of this Website Content Checklist (236 kb)>

*"Copy is not written.  
Copy is assembled"*

These are the words of copywriting legend Eugene Schwartz. They've never been more true than today, in the era of content marketing.

A great piece of digital content is assembled from many little elements, words, images, tags, media and formatting. Each adds to results of the whole in its own way. ●

*See more examples, visuals, fun video and audio, and ideas at Andy's blog at orbitmedia.com.*

*Andy Crestodina is the Strategic Director of Orbit Media. He's also the author of Content Chemistry: An Illustrated Guide to Content Marketing and featured speaker at our December Membership Meeting and many other industry events. You can find Andy on LinkedIn and Twitter.*

## Consumer Shifts Changing Marketing In Less-Discussed Ways



By Perry\_Simpson

Reprinted from DMNews.com  
See more at [bit.ly/2eSlzNx](http://bit.ly/2eSlzNx)

Marketing media often talks about shifts in consumer behaviors, and how those shifts are changing the way marketers do their jobs. But these discussions are usually held in the context of things like social media, mobile, the internet, etc. Hugely disruptive factors, to be sure, but each has had many years now to mature (decades in the case of the web itself).

Yet, consumers remain a transient force in today's commerce ecosystem, and the pace of their behavioral changes hasn't slowed as digital media has matured. More accurately, the evolution of digital media and technology has created an environment where shoppers are almost perpetually changing.

Here, we're talking a look a few of the least talked about behavioral changes that are driving consumers to engage with brands in new ways, and how or what brands are and should be doing in response to these changes.

### Now, Outbound is In

The internet is well understood as the single most disruptive force in modern business. It thrusts full autonomy on its users, and in doing so, has driven the flow of commerce (particularly ecommerce) from search-based, through a discovery phase, and now, to marketing's current reliance on data-based targeting and optimization.

"Each year a larger percentage of sales come from brands finding buyers instead of the other way around," says Thatcher Spring, founder and CEO of ecommerce platform Gearlauch. "So, we've gone from search to discovery to targeting. Brands that haven't done well at shifting to that new strategy, and are only playing defense are missing out on these opportunities."

This emphasis on outbound marketing through retargeting and the like is the next logical step in the evolution of digital commerce, due in large part to the abundance of data at marketer's disposal. Inbound tactics end up being more passive than truly effective in such an environment. However, that doesn't mean that marketers should be binary in their strategies either.

### Communal Commerce

One of the greatest strengths of the internet age lies not only in its abundance of information and data, but in people's tendency to merge with others who share their interests. On the surface, it's easy to equate online communities with social media; after all, that's where we see people forming networks with friends, family, and colleagues. But social networks are, first and foremost, social networks. They are built around interpersonal relationships more than anything else.

Marketing, in this context, functions more as background noise; branding and advertising as a backdrop while real people engage in real interactions. That's not to say brands have no place on social media. Rather, brands will probably benefit more by engaging with consumers on online communities that are directly related to their business.

"There are a lot of under-served [online communities] from a marketing perspective, and probably chief amongst those are customer support communities," says **Steve Hamrick**, VP of product management at SAP Jam.

While "customer support" may evoke call centers and live chat, when it comes to online communities, the term can be used to represent a wide range of groups with brands and products at their core. Reddit is a hub of many such groups, but fan sites like MMO-Champion (a site devoted to Blizzard's computer games) and Android Central (central location for all news related to the Android operating system) are great examples of online communities created around a product or brand.

Creating brand ambassadors and having them engage on [these communities] will be a critical factor for success as consumers increasingly trust peer reviews and peer-generated content, rather than brands, for the customer experience," Hamrick says.

### The Rebirth of Loyalty

With so many brands, media companies, and content creators all vying for attention, it's not the least bit surprising that loyalty programs are making a strong comeback.

Brands are doing everything in their power to incentivize not just patronage, but actual loyalty, the kind of loyalty that drives customers to the aforementioned online communities. Even big brands like **Marvel Comics** — one of the most successful names in entertainment, and a brand that had no trouble generating

intensely loyal readers — introduced a loyalty program this year.

The Marvel example is nontraditional in that it incorporates practically any digital experience into its rewards paradigm, so members can earn points for doing as little as watching a video or sending a tweet. In this, Marvel's loyalty strategy falls in line with an emerging trend of rewarding organic digital behavior.

Credit card companies were some of the progenitors of rewarding customers for activity that wasn't necessarily tied to arbitrary shopping patterns. Spend x amount with your **Chase** card, get rewarded in non-Chase bank gift cards. It's a simple concept that gives brands an advantage in an age of autonomous customers.



While brands like **Zappos** reward customers for a wide range of activity (even leaving a product review), those rewards remain tied to the brand itself, something banks and many brands outside of the U.S. have long outgrown.

In Canada and in the UK, coalition loyalty programs are incredibly successful at bringing together merchants and brands in a unified program. Shoppers in those countries can earn and redeem common rewards from participating retailers, whereas the U.S. model still relies on each retailer offering its own loyalty program, its own specific rewards and creating more fragmentation," explains **Mindy Shouse**, VP of Interactive at loyalty marketing services company Excentus.

Even if not through coalition loyalty programs, loyalty marketing presents a potentially powerful intersection to explore between empowered consumers and the communities they create. ●

*Perry Simpson is the Digital Content Coordinator with Direct Marketing News, and manages Web and social media content for the brand. He also chronicles the convergence of digital and direct marketing with regular editorial output. Perry holds a B.A. in Journalism from the University of Cincinnati. You can contact him at [perry.simpson07@gmail.com](mailto:perry.simpson07@gmail.com).*

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Seeking  
Tempo Awards Judges



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

Judges must have experience in at least three of

the awards categories. Judging takes place in late April and May. Its handled electronically, so volunteers judge at their convenience.

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

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

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## A Visit From Catalogs of Christmas Past



By Paul Bobnak

Reprinted from *TargetMarketingMag.com*  
Go to [bit.ly/2g1zli](http://bit.ly/2g1zli) for more

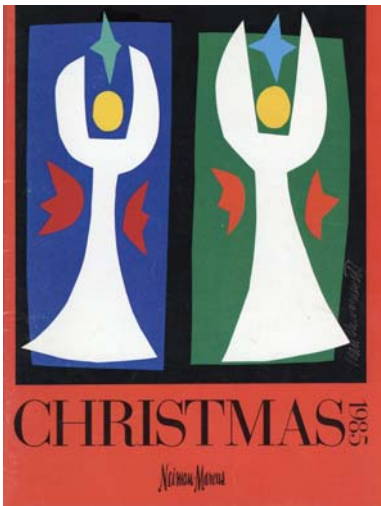
It's the most wonderful time of the year... when holiday catalogs begin to show up in my mailbox, and my desk at work.

I've loved catalogs since I was a kid, whether they were from Sears, Edmund Scientifics, or Banana Republic. Fortunately, today, neither print nor direct mail are dead. Far from it. So, at some point in the next few weeks I'll be taking a look at what's been mailed this year.

But a few months ago, I found a stack of vintage catalogs in a drawer that were collected from back in the day, when *Who's Mailing What!* was still a print newsletter.

It got me in a seasonal mood. Or maybe just thinking about how much catalogs have changed over the years, and how much they've stayed the same.

Let's go back in time to 1985. Ronald Reagan was the president, *Back to the Future* was one of the year's top movies, and the World Wide Web was almost ten years away. And, appearing in homes across America were these holiday catalogs. Here are some thoughts I have about each of them.



### Neiman Marcus

This luxury retailer's Christmas catalog has had a reputation for outlandish gifts since 1960. A \$2 million pair of his-and-her diamonds was one the highlights in the 1985 edition. Well, that and the section of gifts for \$25 and under.

Calls to action are hard to find throughout the book. But then, relaxing and paging through it while filling out an order form was probably a good way to go.

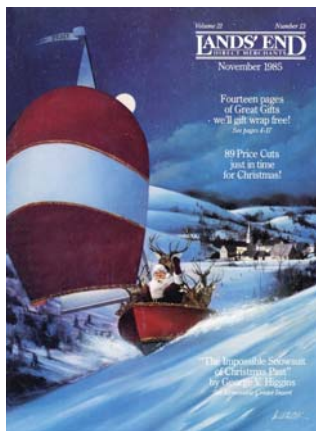
This was a big book, measuring 9 1/2" x 12" and 110 pages.

I also liked the cover, which featured a collage by artist and designer Ivan Chermayeff.

### Lands' End

A lot of what's in this retailer's catalog would still fit with what it sells today, even after the recent overhauls. Sweaters, anything plaid, pea coats... some things never go out of style.

Something I had not seen before was a removable center insert. It's a short charming Christmas story called "The Impossible Snowsuit of Christmas Past," by George V. Higgins.



**L** Williams-Sonoma Chocolate Mocha Beans and Chocolate Espresso Beans look just like real cocoa and coffee beans. Made of rich, stovetop chocolate, the mocha beans blend the flavors of dark chocolate and coffee to perfection; the espresso beans have a dark roasted coffee bean inside which intensifies the espresso flavor. Outstanding for nibbling, or you can create extraordinary coffee by allowing one or two to melt in each cup before mixing. 1.5 oz. each. **\$** 1 Mocha Beans #46-14316. \$8.50 Espresso Beans #46-14332. \$11.00

**C** There is no age limit for the enjoyment of Shippis. These half-ounce rectangular French Lullabies of natural hazel, fennel and sugar (with no color added) come in eight different flavors — five each of hazelnut, caramel, orange, chocolate, praline, cranberry, lemon and raspberry — two flavors of 16 individual match. #46-14424. \$12.00

**D** If you think pistachios are addictive, wait until you try Pistachio Brittle. Made from genuine California pistachios (husks removed when properly matured and then roasted), with sugar, corn syrup, butter, a little ground popcorn and a touch of vanilla, it is crisp, nutty, not too sweet and absolutely addictive. 12 oz. in a resealable tin. #46-06621. \$8.00

**E** Bernick's of Madrid, chocolate to H.M. Queen Elizabeth II, make these irresistible Chocolate Mince Cakes. An English classic, the discs of semi-sweet chocolate are lusciously moist with tiny dark raisins. 14 oz. tin. #46-22843. \$14.50

**F** Spoil yourself — or someone very special — with these elegant French Oufé Bonbons. Packed in beautiful maroon, gold and green boxes, the Lady of the Harp, the Knight, these individually wrapped candies are made of melt-in-the-mouth chocolate, which is encased in thin hard candy flavored with hazelnut, coffee or mint. All natural ingredients, of course. Made in France. Three 60-oz. tins. one of each flavor. #46-29397. \$32.00

**G** Extra dark, irresistibly rich Ferragosto Cocoa from Italy is used for covering chocolate truffles, and in confections and ice cream. Dutch processed, unsweetened, and slightly scented with vanilla, this cocoa is of the finest quality. 10 oz. tin. #46-93945. \$7.00 **\$**

**H** Chocolate Truffles. Melt 4 oz. unsweetened butter over very low heat; then stir in cream and 1/2 cup of orange juice and 1/2 cup of softened chocolate. In 8A in the top of a double boiler over hot water, stir slowly until melted. Remove from heat and combine with melted butter. (Do not add) color. Add 1/2 cup of Ferragosto Cocoa. Place in refrigerator for 10-15 mins. to thicken. When chocolate has thickened, form into 3/4" pieces with two teaspoons and then roll in a dusting of cocoa. To coat, place prepared chocolate in a bowl. Roll with fingertips for 20-30 secs. to form. Then roll with the right hand into ball. Roll in the cocoa and combine. Cover. Place in a covered storage container with remaining cocoa and return to refrigerator. Remove 10 truffles before serving. Yield: approx. 30 truffles.

### Williams-Sonoma

I don't like to cook, but I get how chefs of all abilities have drooled over the cookware and foods this company sells. This catalog is easy to read, lots of black type on white backgrounds on most of its 76 pages. It only measures 5 1/2" x 8 1/2", though.

Two other things I like:

- The copy really sells benefits of much of the merchandise. In some cases, it even offers some preparation and serving suggestions.
- There's also content... recipes sprinkled throughout the catalog.

### Altman & Co.

Altman's was a small New York-based department store chain that went out of business in 1990. One of its stores was in suburban Philadelphia, where I grew up. There's not much good to say about this catalog. It wasn't well-organized or indexed. But I did like the fold-out pages to quickly find gifts for under certain dollar amounts. And, I may have owned some of the clothing pictured above. ●



*Paul Bobnak is the director of Who's Mailing What!, the most complete, searchable and fully online library of direct mail and email in the world. He has read and analyzed thousands of direct mail packages (offers, copy, designs, incentives and formats) and email in more than 200 industry categories, including retail, nonprofits, insurance, telecom, B-to-B, financial services and publishing. He writes for the e-newsletter Today @ Target Marketing. To learn more about joining Who's Mailing What!, go to [www.whosmailingwhat.com](http://www.whosmailingwhat.com). Reach Paul at [pbobnak@napco.com](mailto:pbobnak@napco.com).*



## WELCOME NEW MEMBERS

- **Ellen Best**, Managing Partner, Eire Direct Marketing, Chicago
- **Konrad Borkowski**, CRM Marketing Manager, McDonald's Corporation, Oak Brook
- **Tammy Chavarria**, Marketing Support Manager, PACCAR Parts, Renton, WA
- **Lynn Hazan**, President, Lynn Hazan & Associates, Chicago
- **Roger Hornback**, Vice President, Ardee Enterprises, Lakemoor
- **Katie Moore**, VP, Director of Creative/Production, Eire Direct, Chicago
- **Larry Newquist**, Artisan Talent, Chicago
- **Susan Parsons**, US Director, Digital CRM & Loyalty, McDonald's Corporation, Oak Brook
- **Steve Pierce**, Marketing Campaigns Manager, Pivotal Home Solutions, Naperville
- **John Watts**, Principal, Value Based Strategy, Barrington

- **Mary-Lynne Zimmerman**, Account Representative, Precision Dialogue, Chicago

## MEMBER PROFILE



CADM member since 2014, **Jayne McGrath** has served as Director of Annual Giving at Little City Foundation since 2012. Little City engages and supports individuals, families and communities to ensure that children and adults with intellectual and developmental disabilities can realize their unique potential to live safely, learn continuously, explore creatively and work productively.

Jayne has won multiple industry awards in marketing, innovation, design and ROI, through leadership direction of yearly fundraising for individual and capital giving appeals, campaigns, multi-channel marketing, and assuring brand messaging to our constituency and public. Under Jayne's leadership, Little City Foundation was recognized with CADM's Past Presidents' Award [Best in Show] at the 2016 Tempo Awards.

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She also recently received the Non-Profit PRO Gold Award featured in their November issue, and one Platinum and two Gold Hermes International Creative Awards this past summer.

Jayne describes her specialty as: "Leading companies and organizations to fulfill their strategic goals. I provide pathways in reaching key indicators of success. I love to grow people and ideas to create productive, positive work environments and results."

Prior to Little City Foundation, Jayne was employed by Bright Hope International, Total Living Network International, Elgin Area Convention and Visitors Bureau, and Pitney Bowes. She is a graduate of William Rainey Harper College, Blackbaud University and Indiana University Lilly School of Philanthropy. ●

*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](mailto:info@cadm.org).*

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

## Repair Clinic's Mantra: Concept, Confidence and Competition

**Q.** It's great to hear from marketers who are working on the front lines and making new discoveries for their businesses. Have you spoken with anyone like that lately?

**A.** I had the opportunity to hear **Douglas Mott**, CEO of **Repair Clinic**, speak at a recent Digital Marketing Conference at Eastern Michigan University. He had some excellent insights for online marketers, and here are some highlights:

Repair Clinic ([repairclinic.com](http://repairclinic.com)) sells parts for appliances, lawn mowers, air conditioners and many more items, direct to consumer. It empowers them to fix their own products with videos and how-to information that is simple and to the point. The firm was founded in Canton, MI in 1999, and now is one of the U.S. Top 200 Internet Retail Sites. Repair Clinic boasts more than 24,000,000 site visitors annually, ships nearly two million packages a year, and fields more than 1.2 million calls in its call center.

Using examples from his experience at Repair Clinic, Mott breaks down the keys to success on the web in terms of three challenges: Concept, Confidence, and Competition.

### Concept

For many people, when an appliance breaks, their first thought is to call an expensive repair technician. Repair Clinic, says, Mott, "wants you to stop and realize there is another solution."

### Confidence

Repair Clinic needs to empower potential customers to fix their own items. The message is, "we make fixing things easy."

### Competition

To position Repair Clinic against the competition, the firm had to become known as a company that does more than "just sell parts." The Repair Clinic vision is to be a "home solution company." In order to make this happen, Mott explains that relevant content is the key. "Be the information that your customers want and need," he asserts.

Here are three quick examples of articles that worked for Repair Clinic:

- "6 Simple Appliance Fixes Under \$40"
- "Water Heaters 101"
- "11 Easy Ways to Prep Your Appliances for Winter"

In addition to posting these articles on the company's blog, Repair Clinic successfully pitches stories like these to publications ranging from *Popular Mechanics* and *The Wall Street Journal* to *This Old House*.

Mott notes that they key to getting articles picked up is to "offer expertise and make it easy for reporters and writers to do their stories."

### More Content Ideas

The firm also features user generated stories and customer reviews touting the firm's virtues like overnight shipping. They post customer reviews from any verified buyer, whether good or bad. When a bad review comes in, they thank the individual for their feedback and invite the customer to contact customer care for further assistance. The negative feedback is helpful in determining where product descriptions and promises may need revision as well.

Since hiring dedicated video makers with expertise in repair, Repair Clinic has posted more than 3000 videos with an average length of four minutes. They have 96,000 YouTube subscribers for these highly instructional videos, and they boast more than 82 million total views.

Mott suggest that you post your articles and videos on your own web site, link them in e-mails, and post them on Facebook and YouTube. Because people don't need repair parts every day, Repair Clinic sends content e-mails to remain top-of-mind for when people do need them.

### More of Mott's Advice

- With Facebook organic reach on the decline, start treating Facebook like a paid platform with targeted posts and sponsored ads.
- Social media stories that "break the Internet" typically capture attention by focusing on "biggest, smallest, tallest, babies and pets." Repair Clinic went viral with a video showing Johnny, a bus driver from New York, who found a non-working portable generator and was able to fix it with a \$2.95 Repair Clinic part. The generator's retail value then jumped to \$999.
- While YouTube is a huge medium, it has its downsides. As Mott notes, "you have little control over the user experience — other people's ads will get on your videos, for example, and competing ads can be just a click away." Therefore he suggests that marketers use providers like Vimeo that "let you customize your own video channel and aggregate your own video subscribers." ●

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By John Jantsch

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In a few short years much of what you do, make, fix, sell, and ship, won't mean much to anyone. In fact, there's a pretty good chance that if you stay put doing whatever it is your business does right now — you'll be out of business.

If you want to survive, let alone thrive, you must tap new trends and produce new ideas at an accelerating rate.

Robots, artificial intelligence, and technology built on top of the internet will continue to threaten the very fabric of what most business (and jobs) are set up to do today. If I'm to be totally honest, it will wipe most business and jobs as we know them today completely away.

No one was a social media manager, app developer, or drone operator (there are 70,000 of these now) ten years ago.

And in ten years there will be very few cashiers, travel agents, or social media managers (coming full circle on this one pretty quickly!)

This isn't a new idea by any means. Each technological advance has done this for decades, (think cars, email, and computers) but the difference today is that evolution has been democratized. Meaning, in the past, entire industries were regulated into stability to maintain the status quo.

Today, anyone, working in the equivalent of a digital garage, can produce an innovation that can make what you do redundant.

And, the rate of innovation is going to accelerate in ways that will catch many people off guard.

I'm not writing this to suggest doom and gloom, but I do think that any business that lacks a plan for intentional innovation — even if it means deconstructing your current revenue model — is putting their business in a risky position.

Want proof that this is coming?

Right now, there are multi-million dollar small businesses with no offices, no employees, and no debt that are capable of competing with and beating out Fortune 500 companies.

## Disrupt or be Disrupted

They are doing this, not simply because they offer better pricing, they are doing it because they also offer better products and better processes, and deliver results with more capable people.

It's easy to witness the impact of what I'm describing in well-known examples like, Craigslist vs. paid classified ads, Uber vs. taxis or Airbnb vs. hotels, but it's also happening in obscure fields by companies you've never heard of unless you work in that industry.

**I**n ten years, there will be very few cashiers, travel agents, or social media managers (coming full circle on this one pretty quickly!)

Ironically, some of these nimble disrupters, such as Netflix, have moved into the Fortune 500.

But I'm talking about something much smaller perhaps — down to the level of beating out your closest competitors.

Name your industry, name a job or task vital to that industry, and I guarantee you that there are companies working on making that job or task irrelevant.

There are many industries in serious trouble already, but it's only a matter of time before most seemingly profitable industries come under fire.

### Where to Look for Your Innovation

Here are a few things we know for sure

#### *People are getting older and living longer*

Some of the hottest markets right now are those in the field of medical technology and caring for aging adults.

How can your business look for innovation in this trend?

#### *The way people pay for goods and services has forever changed*

I went on a weeklong trip to a foreign country and never used cash or any currency. People expect to be able to pay, send, finance and split transactions using apps and online services.

How can your business meet this expectation?

#### *People expect everything to be smart and convenient*

Almost everyone has a smartphone these days, and they've gotten very used to being able to do more and more things with that device. Not only are they using apps to communicate and pay bills, but they are also turning to their smartphone to turn on lights, adjust the thermostat, monitor security.

How can your business tap into the fact that people have this powerful device with them at all times?

#### *Companies no longer need offices or employees*

As I stated in the intro above, a business is no longer a collection of people huddled in desks at a single location. Even businesses that have a physical location are finding employees using it less and less.

How can your business take advantage of this trend to run more profitably or fill the needs of companies that want and need virtual staff and freelance talent?

#### *Millennials are fast becoming a significant buying force*

Much has been written about the significant attitude shift in the generation that now makes up one of the prime buying demographics. Most members of the millennial generation are digital first when it comes to finding and engaging companies they buy from, but there's also a strong need for connection to a brand's story.

How can you make your brand more approachable and human while offering the convenience of digital technology?

I know that I've proposed more questions than answers today, but this is a topic I plan to return to repeatedly, as I believe innovation is perhaps the most significant threat and greatest opportunity facing most small businesses today.

Innovation is a strategy that must be central to your day-to-day planning. ●

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**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*.



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