

DIRECT MARKETING

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FAST forward



Editor's letter » 3
Putting pen to paper never goes out of style



Directives » 3
Jan Kestle answers the question "Is direct mail dead?"

Mailing Services



Managing in challenging times » 4
Wanda McKay answers questions about the state of the mailing industry

Surviving the perfect storm

» 4
Rich Basset takes a look back at challenges that the DM industry has faced in the last year.

Case Study:

» 5
The Lowe-Martin Group
Integrated campaign reaps great rewards



In the Mail

» 7
Looking into the eyes of a tiger



SaaS capabilities take voice broadcasting to a whole new level

New voice messaging solutions can radically improve your ROI *by Leslie Alvo, MEd*

In these tough economic times, maintaining a relationship with your customers is more important than ever, and driving revenue from your call centre is a must. Will the standard ROI of \$11 for every \$1 spent really cut the mustard? What if you could drive \$20 to \$30 revenue for every dollar spent by making your agents far more productive?

Marketers have long known that when direct marketing messages are localized and personalized, response rates – and hence ROI – improve significantly. Of all methods of direct marketing, the contact center is the most effective in providing a very personalized service. It also can be an extremely expensive and sometimes inefficient solution. In some cases, up to 90 per cent of call recipients hang up on the contact center agent before he or she even gets a chance to deliver the message. This is a waste of the agent's time and talent.

The advent of personalized, human-voice-broadcast technology, however, is changing the game. With no infrastructure or capital investment requirements, you can very easily use an on-demand voice broadcast system to place thousands of personalized calls each day at a fraction of the cost of direct mail. Moreover, since these calls can be fully interactive, the call center can become much more

► *Continued on page 9*

In fact, their results, when compared to other forms of marketing, show that this approach generates at least three times more revenue per dollar spent than mass, digital, internet or direct marketing.



Photo by Gary Hannan. Don Thompson, EVP at Splice Software relaxes and lets the software do the work at TigerTel in Toronto.

Call Centres



Do unto others » 8
Alison Keys on the "Golden Rule" of telemarketing



Direct & Personal » 10
Angie Mackie: living the spirit

Regional Report

» 11
Ottawa



Upping the ante on customer loyalty

» 15
By Denis Longpre

Click!

Show us the money! » 16
How to increase online sales by accepting more forms of payment

The Google+ 'A-ha!' moment


» 17
How segmentation stops training people to ignore you

What gets measured, gets done

» 17
Geoff Linton on monitoring attrition in your email list

DM Landscapes

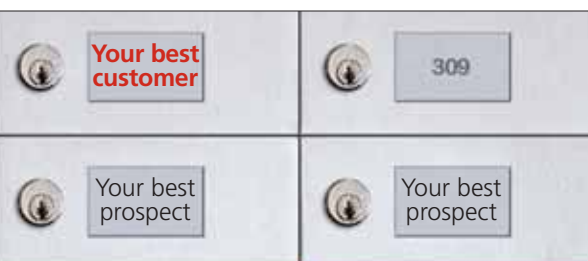
» 23
Time to talk turkey

 For a complete table of contents please turn to page 3

Social media use by lifestyle type. 

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editor's letter

Amy Bostock

*Putting pen to paper
never goes out of style*

more than writing letters is receiving them. Thankfully my family shares my obsession so I regularly find cards, letters and my 5-year-old nephew's latest "art" in my mailbox.

These days we're all about quick e-mails, Facebook wall posts and Tweets. But the handwritten letter is special and personal because it requires more thought, more time and some creativity. The same holds true for direct mail pieces. Direct mail, like letter writing, is an art and in this month's issue Jan Kestle will tell us why direct mail is not, nor will it ever be, obsolete.

In our special Mailing Services section we'll take that discussion to the next level with Rich Basset of Basset Direct and

Wanda McKay of Key Contact sharing their insight into the state of the direct mail industry in Canada and offering solutions to some of the challenges facing mailing houses in this increasingly digital society. Our friends at Low Martin Group will also show us how one of their innovative direct mail campaigns was able to generate outstanding results.

This month we also celebrate call centres and their importance in the DM mix. Our cover story looks at how new voice messaging solutions can radically improve your ROI while offering customers a more personal experience. In her article, Alison Keys of Keys Direct reminds us of the importance of The Golden Rule when it comes to operating a

successful call centre.

I was no sooner back in my office than I hit the road to visit our nation's capital. Ottawa has always had a unique and competitive DM industry and I met with a number of suppliers who offered their views on what 2012 holds in store.

On a personal note I'd like to say how great it is to be back in the editor's chair here at Direct Marketing. I look forward to re-connecting with our readers, seeing you all (either again or for the first time) at industry events and, as always, picking your brains for insight into this ever changing industry. I'm also looking forward to using big words again, writing things that don't rhyme and not having food in my hair... I hope.

I love writing letters. I love using pencils, pens, fountain pens and different kinds of paper. I love the process of sealing an envelope, addressing them by hand and affixing whimsical stamps. The only thing I love



directives

By Jan Kestle

Is direct mail dead?

Some marketers seem to have a problem discussing new media without speaking in hyperbole about traditional media. "Print is dead," they declare, or "TV is dead." Somehow, the digital world has seduced us into thinking it's the only game in town, not simply an important new channel. According to a recent study, 50 percent of Canadians are on Facebook, which is impressive. But that still means 50 percent are not on Facebook. Instead of lurching from one extreme to the other, we must understand what works for each consumer segment—whether it's mail or Facebook or a mix of many channels.

No, I don't think direct mail is dead, but it has suffered a one-two punch in recent years. First, the economic downturn caused all businesses to revisit their budgets and marketing efforts. At the same time, alternative kinds of direct marketing have emerged that are perceived to be less expensive than direct mail. The result was a double-digit decline in direct mail volume in 2009, followed by a slight 0.1 percent rebound last year, according to Canada Post.

But what was true before these events is true today: marketers still need to understand their target customers, including how to speak to the various target groups in terms of content and media. More than ever, it's vital to design integrated campaigns that include direct mail and also outdoor, print and email. Our business sees continued demand for direct mail using postal walk targeting and postal code rankings for list selects. But we're also seeing the innovative use of direct mail as a crossover into digital marketing, with an unaddressed mail drop that drives people to the Internet to register in a community or take advantage of an offer. The most innovative marketers are experimenting with these combinations and creating messaging that is consistent across multiple media.

Social media is a somewhat different story: The jury is

still out on whether it's an effective direct marketing tool. I recently read a great quote from Forrester which said that, with social media improving our ability to track our customers, we're moving from Big Brother to Big Mother. And we are tracking what people do on-line so that we can take care of them better. It means that we now have the opportunity to use their feedback to produce products and services that they want—rather than telling them what they should buy. We should think of social media as a way to talk to our customers and better engage them, but it may not be the right media for selling by some marketers. And we definitely can't ignore the power of word-of-mouth marketing represented by all those interconnected online friends.

Whether it's digital or direct, we've known for 40 years that it's not junk mail if it's something a recipient is interested in. And the lessons we learned from good direct mail should be applied to digital media. The first is "get your message right," and the second is "use the right channels depending on the product and the audience." If you're selling downloadable music, direct mail may not be appropriate. On the other hand, for a children's charity, direct mail may be a big part of the mix, especially if a PRIZMC2 segment analysis indicates your most promising donors are older, rural couples who may not be tech savvy. By the way, I expect that in the future individuals will receive less direct mail, but their response rates will be much higher, thanks to better engagement with the consumer through all channels.

The third lesson is critical, and it's one I worry has been overlooked in the sudden growth of digital marketing. All campaigns must include a measurement component to gauge success and refine the approach. Direct mail has a long tradition of testing response rates in order to measure success. Flush with early successes, digital marketers have often ignored this lesson. If they are to

be assured their successes are not just low-hanging fruit and can be sustained over time, they must include measurement in their marketing campaigns.

Not surprisingly, consumer packaged goods companies and some retailers that have a direct mail background are having good success with their digital marketing campaigns: they are targeting, testing and measuring to improve their results. Companies that are traditional math-savvy mailers and have been experimenting with one-to-one marketing for a long time are achieving the best results.

All of which is to say that direct mail remains an important channel for many reasons. It's still the key marketing channel for many sectors. It's still a critical component in a marketing mix that might also include TV, radio, outdoor, out of home, mobile, online and social media. And there's still plenty of room for innovation with techniques like variable messaging. It's just up to old marketers (like me) to ensure that today's digital marketers don't lose sight of the lessons learned from direct mail. Because it's those tried and true techniques of targeting, tailoring and measuring that will make the difference for integrated marketing campaigns.

The future will not involve a choice between direct mail and digital marketing. But as multi-channel campaigns become the norm, it will be more important than ever to understand the complex interplay of consumer behaviour and marketing choices and the role direct marketing plays within specific industries and customer segments. My background is in math, and I'm often accused of making questions complicated. But it's a complicated world out there.

Jan Kestle is the president and founder of Envionics Analytics, a Toronto-based marketing and analytics company.

in this issue departments

Worth Knowing	6
In the Mail	7
Direct & Personal	10
Events Calendar	23

advertisers

Canada Post ▶ 1,24
Customer Link ▶ 8
Envionics ▶ 1,2
Infogroup ▶ 14
Keys Direct ▶ 13
Lowe-Martin Group ▶ 13
Royal Envelope Ltd. ▶ 15
SM Research ▶ 9

resource directory

LIST SERVICES 19-20

CleanList.com
ICOM
infogroup/infoCANADA
SCOTT'S Directories
Allegro Direct
North American Direct Marketing
Direct Media Canada

DM CREATIVE 20

Designers Inc.

MAILING EQUIPMENT 20

Canadian Mailing Machines Inc
Bowe Bell & Howell

CALL CENTRE PRODUCTS / SERVICES 20

EXTEND Communications Inc

DATABASE MARKETING 21

Smart Soft
Boire Filler Group
Interact Direct
Envionics Analytics

FULL SERVICE OPERATIONS 21-22

Address-All Mailing Services Ltd.
CMS / Complete Mailing Services
Data Direct
DM Graphics
RDP Fulfillment Corporation
Mailmarketing Corporation
Origo Direct Marketing Communications
SMART DM
The FSA Group
Services Ltd.

PLASTIC CARDS 23

CDN Print Plastic

Coming in the
November issue of
Direct Marketing

Annual Wall Chart of Printers

Next month's issue will include our Annual Wall Chart of Printers so be sure to send in all the information for your FREE listing.

Regional Report: London

It's been two years since we last visited DM suppliers in London. Check out our November regional report to see what's new in this bustling city.

Thinking outside the envelope

In November we explore all of the wonderful DM pieces that don't fit in an envelope with our special feature on Dimensional Mail.

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Managing in challenging times

Wanda McKay answers questions about the state of the Canadian mailing industry

Q 2011 hasn't been an easy year for the mailing industry. Do mailing service providers need to diversify in order to survive?

A Yes, it has been a challenging year for mail service providers, but it has also been a challenging year for printers, ad agencies, charities, retailers, automotive, manufacturers and most other business sectors. Like many of my colleagues in the mailing industry and other businesses, we have learned over these past 40 years how to manage through challenging times. KeyContact has managed through a number of recessions and several Canada Post strike/lockouts. Yes, our diverse service mix has been an asset, but I am convinced that mail service providers will always be a necessary and beneficial part of marketing.

Everywhere you look Social Media is being touted as a must-have, critical element to the success of any marketer. We're not necessarily convinced these positions aren't overstated.

So, acknowledging that social media does and should have *some* place in the marketing mix, we think the focus should move back to the direct marketing tactics that helped build many a business over the years. The use of direct mail offers a variety of options that social media just isn't equipped to do. A mail piece will always be better in the way that it educates with polished language and complexity of details. A letter is not spontaneous, like social media. It's a calculated set of intelligent choices.

A letter that can inspire through carefully crafted words that speak to your target's needs, feelings, moods, wants or dreams is the most powerful tool in the marketer's toolkit. Words that live in the letter that your prospect or client puts aside to read again the next day, or files away in the "To Do" folder, or sticks to the refrigerator door with a magnet have a much greater impact than can be hoped to be gained from 140 characters amidst the noisy, cluttered world of social media.

Increasingly we find that marketers are struggling with where new online customers are coming from, and where they are, when they are acquired online. The promises of SEO, affiliate marketing and all the other tools are still being realized. But with letters, used skilfully in tandem with healthy lists and databases, the demographic analysis is much more straightforward, provided of course that the data is accurate.

Q As a mailing services provider, are you under pressure to be all things for all clients?

A It has been my experience that being a mail service provider does not place us under any pressure to be all things to all people... rather it serves as a strong basis to offer diverse services to clients with unique direct marketing needs.

For KeyContact, that meant starting with humble beginnings in 1972 as a cottage industry/garage operation, manually inserting mail pieces for 3M Canada. The addition of data technologies beginning in the late 80's brought controlled data security in-house... something our clients were adamant about. Being able to offer personalized print capabilities was an obvious benefit to our diverse client base. With these 2 departments well-grounded, the natural progression led us to open our fulfillment services division... again requiring us to grow our facility. In the late 90's came the request from a major ad agency client, to assist with outbound telemarketing campaigns for a telecommunications company... allowing us the opportunity to enhance our direct marketing services to yet another form of integrated communications. Because of these established services, we are also able to provide valued mail-room facility management services as well.

It is often my finding that when clients trust and value our knowledge, ingenuity and creativity, they will come to us with requests that both fulfill a need within their organization and enhance our business model, giving us very unique opportunities to blend our service mix.

Q What are your thoughts about the rise of the one-stop shop? What is gained? What is lost?

A The idea is to provide convenient and efficient service and also to create the opportunity for the company to sell more products to clients.

The client gains –

- convenience - one quote, one invoice
- vendor contact always available
- better controls of complex programs
- focussed program supervision
- clear understanding of integrated programs timelines
- streamlined reporting capabilities
- accountability
- competitive pricing
- commitment to financial budgets
- guaranteed turnaround times
- fewer deliverability issues

The service provider gains –

- diversity of expertise
- greater opportunities
- continual technological advancement
- systems innovation
- the development of great people

Occasionally the one-stop-shop can pose challenges. If the organization adds complex technical services that are outside of their core competency, there can be greater room for systems malfunctions, quality control and error factors. These mistakes can be costly to both partners in tangible expense as well as reputation. Due diligence is mandatory prior to selection of any service provider.

Q Over the years Key Contact has expanded its offerings considerably. What considerations were central to this process?

A #1... Client need. The old adage "build it and they will come" rarely applies. It is critical to ensure a solid contract is in place prior to investing in expanded service offerings.

Another critical component is the strategic fit which allows an organization to achieve synergy. In essence, synergy is the ability of two or more parts of an organization to achieve greater total effectiveness together than would be experienced if the efforts of the independent parts were summed. One way to improve efficiency is to diversify into an area that can use by-products from existing operations, as between lettershop and call centre with the cleansing and manipulation of the database efforts.

Strong financial resources are a must. Whatever the nature of the expansion, there are financial implications for the business and it's always best to seek professional advice. If you need to build or purchase your own premises, for instance, it's important to speak to a financial institution that has experience in this area.

Management synergy can be achieved when management experience and expertise is applied to different situations. Caution must be exercised, however, in assuming that management experience is universally transferable. Situations that appear similar may require significantly different management strategies.

Q What are the pros and cons of partnering with other service providers versus trying to do it all in-house?

A If partnering has presented itself as a possible solution for the company, it is natural to weigh the advantages and disadvantages before embarking on a partnership. Is partnering right for this organization?

These are some of the possible advantages and disadvantages of partnering.

The "pros" of partnering

- Outsource your non-core activities and spend more time concentrating on your core business processes
- Gives you access to professional, expert and high-quality services
- Your organization can experience increased efficiency and productivity in non-core business processes
- You can streamline your business operations
- Partnering can help you save on time, effort, manpower, operating costs and training costs, giving you overall cost advantage
- Partnering can make your organization more flexible to change
- Experience increased control of your business
- Save on investing in the latest technology, software and infrastructure and let your partner handle all the infrastructure
- Get the assurance that your business processes are being carried out efficiently, proficiently and within a fast turnaround time
- Partnering can help your organization save on capital expenditures
- The company can save on team management problems as your partner will be managing the team who does your work
- Cater to the new and challenging demands of your customers
- Free up the cash flow of your company
- Share your business risks
- Give the business a competitive advantage - increase productivity in all the areas of the business
- If you want your organization to stay ahead of competition, concentrate on core competencies and make use of the latest technologies, then partnering can help your organization achieve all this and more.

The "cons" of partnering

- Partner may be able to see the company's confidential information and hence there is a threat to security and confidentiality
 - In the beginning, it may be somewhat difficult to manage the provider when compared to managing processes within the organization
 - Partnering may create potential redundancies for your organization and your employees might express lack of interest or lack of quality at work
 - The provider might not be providing services only for your organization. Since your provider might be catering to the needs of several companies, they will not be able to give your company 100% attention
 - Partnering, though cost-effective, might have hidden costs, such as the legal costs incurred while signing a contract between companies. You might also have to spend time and effort in getting the contract signed
- But all of these disadvantages can be avoided by partnering with the right service provider. Before coordinating any partnership, it is important to ensure the best interests of your customers and employees are being met and then make an informed decision. If your organization is genuinely interested in partnering, these obstacles can be readily overcome.

Wanda McKay is the President of Key Contact, a direct marketing services provider based in London, ON. You can reach her at wanda@keycontact.com

Direct mail industry survives the 'Perfect Storm'

As we look back over the past nine months of 2011, I am reminded of the Warner Brothers movie, *The Perfect Storm*. In the film, a series of unforeseen and ill-timed factors caused the tragic sinking of the fishing trawler 'The Andrea Gail'. While not nearly as dramatic as that event, the direct mail industry has suffered its own 'Perfect Storm'.

As an industry, direct mail has been in the process of reinventing, redefining, and proving its relevance in a constantly changing environment. Evolving media changes have pushed many marketers to disregard the importance of direct mail in their marketing budgets. Slowly, the importance of direct mail into the marketing mix was beginning to reappear. Direct mail was reemerging as an important component in a multi channel communications strategy. Based upon a series of well documented research studies, our industry was making a comeback.

Unfortunately like the Andrea Gail, a 'Perfect Storm' was approaching. Uncertainty around the possible and subsequent postal interruption, traditional 3rd quarter softness, and the lingering economic downturn; has had a significant, negative impact on the industry. Very simply, all of the gains that direct mail has made were lost in the past nine months.

Despite the doom and gloom that has been pervasive, there is a sense the storm has passed and we are back on the road to recovery. Opportunities to enhance the customer experience through relevant, targeted one-to-one communication are reappearing. As an example: utilization of personalized QR codes and interaction with other cross media channels are adding significant value to the direct mail proposition. Direct marketing and specifically direct mail are essential to the long term success of any marketer's brand. There isn't one medium, no matter how "hot" it may be that can do it all.

Several of Canada's leading marketers are producing really good direct mail. I recently saw a very targeted, highly personalized booklet for a cosmetic company. Every booklet was unique to a particular customer's skin tone,

▶ Continued on pg 18

Case Study: The Lowe-Martin Group

Carbon neutral printing announcement a big winner

Printed pieces hold the recipients' attention

Self-mailer front:
Hand-affixed stamp
Clear watermark

Self-mailer back, showing insert:
Event details
PURL address



Insert front:
Agenda
PURL address
Personal QR Code
Alternate contact

Insert back:
Door prize details
Contest process
Event details

Event pass:
Agent number
Name

Mobile website captures responses from QR Codes

Authentication page:
Responder enters 'Agent Code' from invitation

Welcome page:
Event details
Instructions for next step

Survey page:
Attendance question
Marketing questions

Thank you page:
Contest confirmation
Alternative contact info



The problem:

Lowe-Martin reached a milestone this spring by achieving carbon neutrality for our Mississauga production facility through a partnership with Carbonzero, a leader in the field of carbon reduction strategies. The Lowe-Martin Group is now officially recognized as a Carbonzero

Certified company. To celebrate the occasion, we organized a special evening at the Art Gallery of Ontario. Guest speakers included Hadley Archer, VP of Strategic Partnerships with WWF-Canada, and Toby Lennox, VP of Corporate Affairs and Communications for the Greater Toronto Airport Authority.

Like any business planning an event, we wondered "If we organize it, will they come?"

The solution

Well, they did come, thanks to an effective campaign that combined direct mail, email, mobile and web channels. Here's

how the elements fit together.

A secret agent theme was developed to emphasize that an important announcement would be unveiled at the event. Nearly four weeks before the event, printed personalized invitations were sent to a list of current customers and promising prospects. The print pieces included a personalized URL which the recipient could type into a browser; the invitations also included a personalized QR Code for those with smart phones. Either way, the recipients were taken to a personalized website (PURL), where they could register for the event. Ten days later, an email with several of the same design elements and a link to the PURL was sent to the people who had not already visited the PURL. After another ten day interval, the remaining non-registered prospects received another email invitation.

To increase the appeal of the print invitation, we affixed an attractive stamp which we had printed for Canada Post. In keeping with the secret agent theme, a watermark of the event's signature graphic was placed in the lower-right hand corner of the self-mailer, using clear toner from the fifth station on our Kodak Nexpress digital press. The back of the self-mailer featured a screened map of the location, the recipient's 'secret agent code' and PURL address. An insert carried the agenda, door prize, personalized QR Code and alternative method for contacting us.

We designed the PURL site for ease of use on a mobile phone. The graphics were kept to a minimum and the text and images flowed freely to fit the orientation of the device. The users' interaction with the site was kept to a minimum: typing a brief authentication code and selecting an option from a few multiple-choice survey questions.

The secret agent theme carried over to the event itself. Attendees received name badges and passports matching the look of the invitations. By having their passport stamped at six booths, each of which featured one of our lines of business, attendees became eligible for a draw for an attractive tablet computer, dubbed a

'Spy Pad' for the evening.

The results

When we analyzed the responses from attendees, we found that each of the channels - print, mobile and email - contributed to enticing recipients to the personalized web site.

We invited 725 people to the event, in a campaign that included three potential touches.

1. We sent an attractive self-mailer; recipients could respond by typing the personalized URL into a web browser, by scanning the QR code with their smartphone, or by phoning in a response.
2. After a ten-day interval, an email invitation was sent to those who had not already responded; recipients could respond by clicking on a link to the personalized website or calling the supplied phone number.
3. After a further week, we sent a second email reminder with similar contact options to those who had not responded previously.

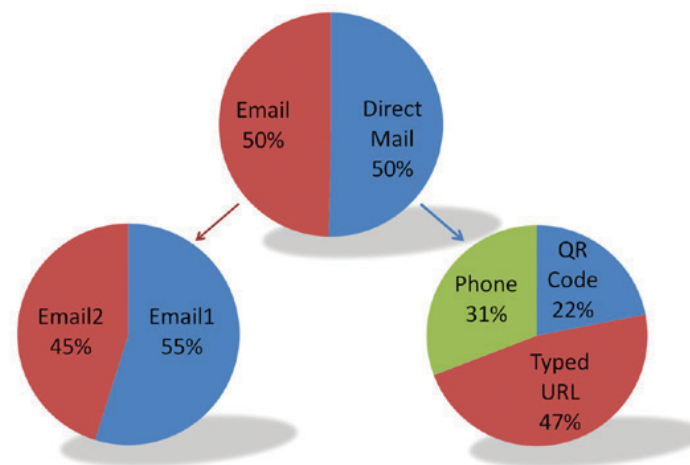
Overall, 40% of recipients visited the personalized website or called our office. Of the responders, 50% responded to the direct mail piece, and the remainder replied to either the first or second email.

The quick take-aways from the results:

1. It takes multiple waves of invitations to build an audience for an event: one-quarter of the respondents replied to the third invitation they received.
2. Mailed invitations were highly effective, producing half of the responses.
3. Each invitation should give the responder several ways to make contact.
4. QR Codes are gaining traction, producing 11% of the responses.

Looking into the QR Code numbers, we found that 25% of the responses were from a Blackberry, 61% from an iPhone, 6% from Android and 3% from a Nokia Symbian phone. Of those who responded to the emails, 72% were from Windows computers, 24% from Macs and 4% from Smartphones, mostly Blackberries.

Anatomy of Response Channels



WORTH KNOWING

Cornerstone chooses SAS to enhance marketing database service offerings

The Cornerstone Group of Companies, Canada's largest prospecting and database management resource, has chosen SAS, the leader in business analytics for its campaign management needs, enabling Cornerstone's clients to achieve significant cost and time savings in their marketing campaigns as well as increased profits due to better use of analytics and modeling.

Cornerstone provides prospecting and database management products and services to leading organizations that require a strong analytical partner to expand their marketing and database service offerings. With SAS products such as DataFlux, Enterprise Miner, Enterprise Guide and Campaign Management, Cornerstone has increased its effectiveness in delivering value to its clients.

"Cornerstone builds and manages some of the largest marketing databases in Canada, many consisting of tens of millions of records," said Ossie Hinds, President and CEO of Cornerstone. "SAS technology - fuelled by its best-in-class analytics - gives us the power to provide our clients with accurate and timely information."

"With SAS deployed, our clients have realized significant benefits from their marketing database environments," said Julio Tavares Vice President, Marketing Database Services, Cornerstone Group of Companies. "They are experiencing improved efficiencies and increased profits through better use of analytics and modeling. Cornerstone has been so encouraged by these results that we have begun to offer SAS to our not-for-profit clients as well."

Cornerstone provides fundraising services and solutions to over 50 not-for-profit organizations in Canada. Responsible for every aspect of donor management, from processing donations to ensuring accuracy, managing receipts, collecting online donations and overseeing event management, Cornerstone needed a strong analytical partner to build data resources critical to donor database management.

"For 25 years Cornerstone has been the standard of excellence for marketers in Canada and is the vendor of choice to some of the largest direct response marketers in the country," said Carl Farrell President of SAS Canada. "SAS is excited to have the opportunity to add our analytical expertise into the fold."

BMO first major Canadian bank to roll out 'Tap and Go' payment solution for mobile phones

BMO Bank of Montreal announced today it has launched its Mobile PayPass Tag, a technology that allows BMO personal credit card customers to make purchases through a sticker affixed to their mobile phone and receive an instant email verification of each transaction.

By making the PayPass technology available for use on mobile devices, consumers no longer need to carry cash or coin, or even a purse or wallet, with them to make small-dollar-value purchases. They can just tap their mobile phone over the PayPass reader at the point of sale and the transaction is instantly processed to their BMO credit card account. For purchases under \$50, no Personal Identification Number (PIN), swipe or signature is required.

Through MasterCard's inControl platform, BMO's Mobile PayPass Tag users can easily monitor their spending by opting to receive email notifications that report the merchant and exact location of each PayPass purchase they make with their tag. The tag and email notification services are free to BMO MasterCard cardholders. PayPass technology is already embedded in more than seven million of BMO's MasterCard credit cards. The PayPass tag for mobile devices simply makes using PayPass that much easier -- you don't even have to pull your card out of your wallet.

"We know that Canadians' use of cash for smaller-value purchases is based on their desire to get in and out quickly when buying day-to-day items like gas, a quick lunch or a coffee," said David Heatherly, VP, Payment Products, BMO Bank of Montreal. "PayPass is part of the movement toward a 'cashless' society. It's faster and more convenient than cash or debit, which requires a swipe and PIN."

Along with speed and convenience, PayPass tag users have the same zero-liability purchase protection and anti-fraud capabilities available on all BMO MasterCard products. And they can collect the same rewards that they earn on their BMO MasterCard credit card, which means PayPass users earn rewards on their total spend and collect more rewards faster.

"Canadians tell us they prefer simplified, electronic payment methods. Given the prevalence of smartphones, and a quickly expanding network of PayPass merchants, we think mobilePayPass is poised to take off as a popular payment method for Canadians," said Scott Lapstra, Vice President, Emerging Payments, MasterCard Canada.

Pitney Bowes launches Rival™ Productivity Series inserting system

Pitney Bowes Inc. launched the Rival™ Productivity Series inserting system to provide mid-volume transactional mailers with a powerful and cost-efficient solution to process high-value customer communications including both letters and flats. The compact, ergonomic design of the system is built with the same technology used in the Pitney Bowes Productivity Series mail finishing platform to help deliver increased flexibility and reliability across a wide range of applications.

"Our new Rival Productivity Series inserting system leverages high-production technology in a new smaller footprint to help mid-volume transactional mailers increase operational savings and efficiency," said Grant Miller, vice president, global strategic product management and North American sales, Document Messaging Technologies, Pitney Bowes. "Mailers can configure the scalable system to meet current mail finishing needs and future requirements as their organizations grow."

The Rival inserting system helps deliver consistent productivity during peak mail cycles while processing variable page documents at speeds up to 12,000 cycles per hour. The system's high integrity, integrated control and advanced document scanning features help track each mail piece for accurate processing.

To help optimize productivity, the Rival system includes features that deliver simple and efficient processing. An automated fold capability helps ensure accurate fold set-up and job changeover while an intuitive user interface allows operators to quickly set-up and recall multiple jobs. The system also includes a compact vacuum sheet feeder with an extended capacity hopper.

The Rival Productivity System is backed by a global service organization with more than 1,800 global factory trained specialists that can provide on-site support to meet the demands of transactional mailers around the clock.

Groupe Aeroplan adopts new name and global brand identity

Effective immediately, Groupe Aeroplan Inc. will carry on business as Aimia.

While the names and brand identities of consumer facing brands Aeroplan, Nectar and Air Miles Middle East will remain unchanged, business-to-business brands LMG Insight & Communication and Carlson Marketing will now operate under the name Aimia.

Aimia deploys its full suite of services across all vertical industries, geographies and channels and can service any client constituency in the business-to-consumer, business-to-business and business-to-employee space.

The Groupe Aeroplan identity, which was derived from the name of the original frequent flyer business and remains closely connected with the Aeroplan program in Canada, was no longer an accurate reflection of the company, its employees, global footprint and unique full suite of loyalty management services.

I Love Rewards is now Achievers

I Love Rewards, the fastest-growing global employee rewards and social recognition company has announced that it has officially changed its name to Achievers.

"Achievers aligns to our value proposition, which is to increase employee engagement and drive performance," said Razor Suleman, Founder and CEO, Achievers. "The new name highlights the values and philosophy that we use to help our customers to build great corporate cultures every day."

"Our research shows that innovative recognition programs, such as those delivered through Achievers, can create breakthrough improvements in employee engagement and performance through the dynamics of transparent, peer-to-peer feedback and recognition," said Josh Bersin, Chief Executive Officer and Founder, Bersin & Associates. "Such solutions can help drive employee engagement, retention, alignment, and business results."

News Marketing Canada announces new online printable coupon site

News Marketing Canada, the company behind the SmartSource brand of consumer-savings products and services, has brought the successful American online couponing site, SmartSource.com to Canada as SmartSource.ca and UtiliSource.ca, the French language site.

Unlike many Canadian coupon sites, the new SmartSource.ca, which went live September 26, will offer printable coupons, meaning that the consumer selects only the coupons he or she wants, and then prints them at home. The site will also offer consumers the opportunity to request samples of a wide variety of household products, food and beauty items through the mail.

"We are very excited about this opportunity to bring our online couponing expertise to the Canadian consumer," said Henri Lellouche, SVP, SmartSource iGroup. "The quantity and breadth of what we're able to offer, combined with the ability of shoppers to print them and use them right away, will make SmartSource.ca an important destination for consumers when planning their shopping trips."

"There's no question that the time is right to bring a new online couponing site to Canada," said News Marketing Canada SVP, Adam North. "And we're thrilled that the collective experience of our US team will allow us to offer the Canadian market a fresh, robust alternative to what is currently available."

Environics Analytics releases WealthScapes 2011

New database provides insight into the assets, liabilities and spending power of Canadians at the neighbourhood level

Environics Analytics, the marketing and analytical services company, recently announced the release of WealthScapes 2011, the latest edition of its comprehensive financial database that measures the assets, liabilities and wealth of Canadians. Updated to December 2010, WealthScapes 2011 features a database of more than 80 key financial and investment statistics that serve as a balance sheet of every neighbourhood (or census dissemination area).

With WealthScapes 2011, financial institutions, retailers and charitable organizations can analyze the fiscal health of current and potential customers, identify promising markets, minimize risk and develop targeted strategies to increase market share. And because the latest edition examines historical data covering December 2007 through December 2010, organizations can perform trend analyses on consumer investing, debt, spending and net worth to better understand the impact of the economic downturn and recovery. In addition, the database allows clients to develop marketing solutions based on the growth potential or risk profile of customer segments, geographies and target markets.

"WealthScapes has rapidly become a valuable resource in the marketplace because of its in-depth data on the assets and liabilities of every neighbourhood in Canada," says Catherine Pearson, vice president and leader of the financial services practice at Envionics Analytics. "And now with the latest edition, WealthScapes 2011 can help businesses and not-for-profits better understand the state of the recovery on their customers and markets. How are different cities faring financially? Have investors recovered from the stock market crash? Are households carrying too much debt today? With WealthScapes 2011, you get the answers."

INTHEMAIL

Looking into the eyes of a tiger.

WWF and Blakely & Associates use video persuasion to upgrade medium gift donors.


WWF Canada

Janice Lanigan, Director, Annual Giving
Sara Campbell Mates, Manager, Annual Giving
James Carpenter, Data Intelligence Specialist


Blakely & Associates

Vice President & Senior Account Director:
Kimberley Blease
Senior Account Director: Kesheyl Van Schilt
Creative Director: Heather Vanderlinde
Director of Analytics: Jeff Eland
Senior Copywriter: Mary D'Souza
Graphic Artist: Tanya Aleinikov
Client Service Coordinator: Katie Gibbons






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Toll-free: 1-866-272-8363 • ca-donors@wwfcanada.org • wwf.ca

The time to help wild tigers is NOW. Not next month. Not next year. When an animal like this faces extinction, I must call upon the generosity and leadership of donors like you to act as swiftly as possible to help curb poaching as we work aggressively towards our goal. I hope you will join me in this critical fight to save one of our planet's most iconic species by sending your gift today.

Gerald



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I authorize WWF-Canada to debit the following amount each month:
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SIGNATURE _____ DATE _____

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My blank cheque marked VOID is enclosed.

I prefer to make my monthly gift by credit card: VISA M/C DISC AMEX

CARD NUMBER _____ EXPIRY DATE _____ SIGNATURE _____

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"We already knew which of WWF's current donors had the propensity to give more, we just had to present them with a truly compelling and urgent case to upgrade their giving."

Look into the eyes of a tiger. Reflected in those eyes is the ancient legacy of the tiger – a majestic creature that has inhabited the earth for millions of years, the powerful cat whose enigmatic beauty has captivated humankind for generations.

An animal in urgent crisis – on the very brink of extinction.

"Sadly, today the entire global population of wild tigers has plummeted to a mere 3,200 and several sub-species of tigers have already been lost forever," says Janice Lanigan, Director, Annual Giving, WWF-Canada. "Those of us in a position to act MUST do so right away, before illegal trade, poaching and habitat destruction destroy the few remaining tigers in the wild."

What better way to demonstrate to donors the severity of the tiger crisis than taking them on a virtual journey to the other side of the world where they'll be able to look directly into the eyes of an endangered tiger and see captivating images of tigers in the wild - haunting images that are far more powerful than any words on a page.

This was the commanding insight that

drove the strategy for WWF-Canada and Blakely & Associates to include a small CD Rom in the 2010 Year End mailing to leadership donors and prospects utilizing video persuasion to upgrade prospective medium gift donors.

"Like many organizations, one of WWF-Canada's main goals is to increase medium gift giving," shares Heather Vanderlinde, Creative Director at Blakely & Associates. "After WWF invested in ASCEND™ – our proprietary medium, major and planned gift identification software – we already knew which of WWF's current donors had the propensity to give more, we just had to present them with a truly compelling and urgent case to upgrade their giving."

"From past analysis we knew that a tiger focus would strongly resonate with donors. And by including a small CD Rom to visually demonstrate the plight of the tiger and personally ask the donor for an upgrade gift, we were able to take it to the next level," shares Vanderlinde.

And the proof is in the results.

Mailed to 4,000 medium gift donors and prospects, this campaign increased average gift size by 73%. The campaign

achieved targets and increased revenue from year end campaigns by 10% year over year.

"By combining the power of analytics and creative, we were able to design a winning package that utilized video persuasion to emotionally connect with the target audience – significantly lifting average gift and deepening the donors' connection to the tiger and WWF-Canada's vital conservation work," says Vanderlinde.

With a 17 year proven track record of success, Blakely & Associates is one of the top five direct response marketing agencies in North America for not-for-profit clients. They have an impressive roster of over 35 clients spanning every sector of the not-for-profit field and are recognized as a true innovator in the Canadian marketplace.

In the past five years since WWF-Canada and Blakely & Associates began working together, they have produced between 40 – 50 appeals together and developed a fully integrated program with

multiple channels supported by in-depth data analysis and results driven creative that will grow the program long term.

"It's our unwavering mission to raise the most money possible for all of our clients. And by combining industry leading analytics, innovative strategy and breakthrough creative we are often able to exceed our clients' goals," enthuses Vanderlinde.

A sentiment fully supported by WWF-Canada.

"Blakely & Associates brings a wealth of experience, knowledge and passion to the table. The tiger appeal is just one example of the many successes that we've achieved together and as WWF-Canada looks to expand and grow our medium gift file, these are the types of innovative programs that will take our donors to the next level," says Lanigan.

To learn more about the plight of the tiger or watch the video included in this mailing, please go to wwf.ca/tigersincrisis



Our key to great telemarketing is to abide by the “Golden Rule”!

Nearly 20 years ago, when my partner and I decided to launch our company, most people thought we were crazy! Not only were we married, but we were going to launch a business in an already crowded marketplace – there were more than 5,000 call centres in Canada at the time!

Many people asked us, “What will set you apart from all of the others?”

I remember making the bold statement, “We’re going to do all that we can everyday to change how people think of telemarketing (the dirty word) and change its reputation!” Ahhh, young idealism in action! (We all know the horror stories of how bad telemarketing can be.)

I remember the lumps in our throats as we carefully pondered this question – then from somewhere, we very confidently spoke... “Well, we need to create chemistry to have a unique contact centre. We will recruit great staff members who will be mature and truly believe in the type of clients (charitable causes) we’ll represent. We’ll practice courtesy and respect.” (which still isn’t common today unfortunately). We’ll abide by the Golden Rule: Treat others as we would like to be treated”.

To this day, we’re proving that following this simple, yet common-sense approach is what we need to do to be unique and successful in this industry. This is a very simplistic explanation of running a successful contact centre – obviously there is much more to it – but when you break things down, everything seems to stem from this simple rule.

Whether it’s in managing your employees or how each individual contact with one of our client’s supporters is made, “treating others as you would want to be treated,” keeps things simple yet productive.

For example, would you want to receive a phone call and be talked at relentlessly?

NO!

Would you want to be called by someone who can’t speak your language well and that you can’t understand? NO!

Would you want to be called by some stranger about something you have absolutely no interest in? NO!

Do you want to be called at dinner time? NO!

These are the main complaints we hear about telemarketing all the time. These are the reasons why telemarketing is such a hot topic for stand up comics!

After almost two decades and millions of calls later, we’ve built a great reputation because we encourage two-way conversations between our staff and the people we call. We hire people who have a crystal clear command of the language. We target our calls to the right people at the right time with the right offer. And if we happen to call you at dinner time, we ask you what is a better time to call?

You wouldn’t believe how appreciative people are of these small courtesies.

The keys to conducting great telephone calls day-in and day-out really is an art AND a science. Our technology enables us to manage and optimize production – however, there has to be chemistry and the constant desire and effort to make it ‘Just Right’! Technology alone can’t accomplish it all.

It all sounds overly simplistic, except for the fact that without chemistry, all the best ingredients wouldn’t ensure success. Like making a great cake, we have to constantly make sure we have the right ingredients every day without fail. Still today, it’s constant attention to the smallest details. It’s a huge amount of effort to do things well.

Back in 1996 when we made Keys Direct to come to life, it was our goal to stick to our beliefs, principals and ideals. We did. It’s working. We’re still here today when



many of our competitors have come and gone. We’ve grown and gotten better every year.

Now, going into our 16th year in business, Keys Direct has raised over \$300 million dollars for our Not-for-Profit / Charitable clients and we’ve never been beaten in many head-to-head tests we’ve competed in against other tele-fundraising vendors around North America.

For a competitive guy, this is a feather in my cap, but it’s not the be-all, end all. But it does keep us on our toes, keeps us sharp and in the end, our clients get to see first-hand that they’re investing their money with a great company for their tele-fundraising campaigns.

But what makes me most proud is knowing that our conviction to sticking to our principals has allowed us to really help a lot of people, places and animals locally and around the globe. And that we have clients who are more than happy to sing our praises and put their name and reputation on the line when it comes to referring Keys Direct to their colleagues in the not-for-profit sector.

I’m also very proud of the fact that we’ve been able to create that work environment where staff believe in what we’re collectively doing for our clients and who stay for the long-haul. Many have been with us for a decade or more raising money on the phone which is almost unheard of in our “revolving door industry”.

One thing I’ve never wavered on, and call me a dictator, that’s fine. But I’ve always said, “We’re going to always work

hard at being number one or we won’t do it at all.” I’ve never cared about being the biggest, but I DO want to be the best! Who remembers number two?

Over the years, I’ve fired the very best tele-fundraisers I’ve ever seen, simply because they were not the ‘whole package’. Putting the best numbers up on the sales board means nothing if they disrupt the harmony of the entire centre, or even worse, leave our clients donors feeling pressured into making donations or feeling bad because they were not able to make a donation when we called them. This isn’t the place for Ego-maniac Superstars – it’s a place for Diplomats who can sell. Donor retention is key and we’ve always stuck by that.

One person can’t replace a whole team of caring and compassionate people who work hard each day to represent our clients in the most professional manner and truly care about the causes we’re raising money for.

I like to think this has created an atmosphere of respect in our company because it’s hard work doing this day after day. I know because my partner Alison and I were the first ones on the phones in the early days. We’ve done every job in the company.

The issues are often very hard to speak of; the war crimes or cases of animal cruelty. It can really wear on you because we can’t run from these issues. We’re there every day raising money to help our clients solve these issues.

This takes a special kind of person. They’re not just telemarketers. They’re

very caring and compassionate people who really care about the world we all live in and they want to make it a much better place for all of us.

It’s my job to see that we maintain an atmosphere that these people will want to come to work each day, and maintain a reputation for our company who’ll treat people fairly and that we’ll even have some fun along the way doing it.

In the end, the formula is really quite simple, but you do have to stick to your principals to have success.

You have to live by the “Golden Rule” and do unto others as you would have them do unto you!

Yes, there are a myriad of ingredients you have to know how to work with daily as things are always changing, but I can attest to the fact that the keys to success are treating people with courtesy, respect and compassion.

You really do reap what you sow in this game!

As for changing the industry for the better? I can honestly say that we have and will continue to do so. How can I say this? Well, when we get people who take the time to write letters, emails or call in to our clients saying how they LOVED getting the call from one of our staff here at Keys Direct. This tells me that we’re on the right track.

It’s just the “Golden Rule” in action. Trust me, it’s the KEYS to success!

Alison Keys is the President of Keys Direct Marketing & Communications Inc. based in Ottawa.

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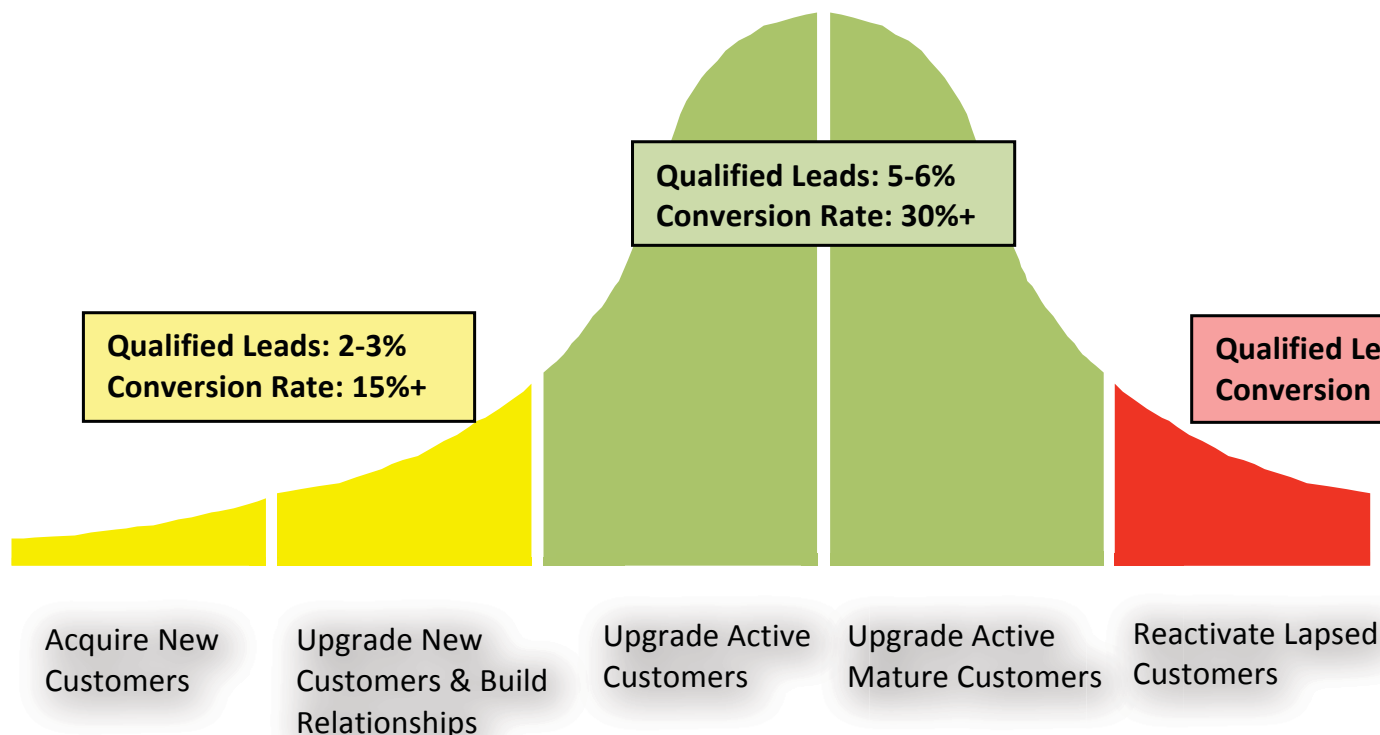
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► *Continued from cover*

productive while still providing a highly personalized customer experience.

We have seen, in the last several years, rapid growth in the number of companies that offer SaaS voice-broadcast technology for deploying personalized marketing and customer service messages. Typically, text-to-voice software is used to create the variable information that is inserted into a standard script to create a personalized message

– information such as the call recipient’s name, address, account number, etc.

A new technology, however, has taken personalization one step further. SPLICE Software has developed VoiceMerge technology – a technology that uses a human voice, rather than a text-to-speech engine, to create up to 10 items of relevant variable information per call recipient. They then splice these items seamlessly into the standard script – also created in a human voice – creating a truly believable

and uniquely personalized message that can then be delivered via digital media (phones, links in email or text messages, video links with personalized voice-over and websites) at highly affordable prices. In fact, their results, when compared to other forms of marketing, show that this approach generates at least three times more revenue per dollar spent than mass, digital, internet or direct marketing.

Case study

Take, for example, the case of an international software company that sells software and hosted service solutions to both B2B and B2C marketplaces. The company has a broad customer base and its key drivers, of both recurring and new revenue, are customer retention and upselling. They were looking for a customer communications solution to ensure effective and timely delivery of notifications to a wide variety of customer segments. They also wanted to ensure 90 per cent customer awareness of expiring service terms, availability of new software versions and overdue accounts receivable. The problem was that common marketing methods, such as direct mail and call centres would cost \$0.75-\$1.25 per contact. Email and web marketing, while less expensive, were not practical since they wouldn’t provide direct response measurements.

The company looked to voice messaging for the solution, and chose SPLICE Software for its ability to splice relevant content for each customer (human voice variables) into scripted, human-voice messages. After performing some tests using SPLICE applications, the company elected to work with SPLICE to target 3 areas of their business: upselling, shipping and collections. Integration and systemization created marketing efficiency and took about 1 week to implement.

Case study results

- In an effort to increase the sale of upgrades, messages scripted for a variety of products and services were deployed daily. These messages prompted the customer to press a key

to 60 days overdue, were implemented in both French and English. When compared to the call centre, they collected three times the money for 8 the cost in 8 the time – a significant cash flow increase.

- One of the company’s major objectives had been to increase customer satisfaction and engagement while driving new revenue. Customer leads increased 2-6 per cent, and 15-30 per cent of these leads converted to purchases.
- Customer response to the new, personalized, human-voice messages was also measured and showed a 97.8 per cent customer satisfaction due to timely access to relevant and necessary information. This result benchmarked at the same level as the other forms of more costly direct marketing and communications they had used in the past.
- The revenue generated by the lead generation offset the addition of six new call centre associates.
- Closing times were shorter, because leads were well-qualified for the call centre.

Now, with the experience that helps to fine tune best practices, as well as major advances in the technology, voice messaging solutions are more

for a call back, to press another key to connect to a live agent, or to go to the website for sales information. The result was that 4-10 per cent of customers connected to the call centre and 30 per cent of those converted to a sale. The volume was unexpected and additional call centre staff had to be added. Delivery notifications were sent daily to confirm product shipment dates and addresses on file. Customers were directed to update their account information online, if necessary, before product shipment. Product returns and lost products were significantly reduced. Successful payment processing increased due to current payment information being on file and labour costs were reduced.

- Several collection applications, from 10
- Call centre lead generation and conversion productivity increased so much so, that the company was able to justify moving their call centre back to Canada from India, where agent conversion rates are higher than in India. Voice broadcast systems have been a part of the marketing lexicon for many years now. More recently, SaaS capabilities have taken voice broadcasting to a whole new level, making implementation of a voice messaging solution both much simpler and much more affordable. Now, with the experience that helps to fine tune best practices, as well as major advances in the technology, voice messaging solutions are more important than ever for realizing effective solutions and for radically improving your ROI.



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DIRECT & PERSONAL

by Billy Sharma

Angie Mackie:

For her, fundraising means more than just helping charities - it's living the spirit each day.



"The point I'd like to make is that many direct marketers - especially writers/designers - like to tout their subjectively cool stuff; they love to chase so-called awards. We're a little quieter about our work and do what direct marketers should be doing in the charitable world - we raise more net revenue for the groups we work with,"

A few years ago, when I was part of CMA's Not-For-Profit Council, I had the pleasure of meeting Angie Mackie. The Council was dedicated to helping non-profits be effective in marketing their causes and in raising money.

She stood out because she had a very good knowledge and grasp of fundraising. I soon learned that she also runs a very successful fundraising agency called 'The Donnée Group'.

Since this year marks the 10th anniversary of her agency's founding, I thought it fitting to approach her and feature her in my column.

I learned that while most of the people I have interviewed have usually confessed that they got into this business by accident, Angie is truly an exception.

"I started out in the nonprofit sector and have always known that is where I wanted to stay," she said. "The people and organizations I work with continue to be my biggest influences. I've always known that I want to make more of a contribution than I could just by working in the not-for-profit community.

"I've been in the charitable sector all my professional life. While I was still in University, studying for a Bachelor of Arts majoring in communications, I joined the front lines of an organization called Total Communication Environment or TCE.

"TCE worked with developmentally delayed children. As rewarding as that work was, it was also very challenging. I decided I wanted to continue to help those less fortunate, but do so in a way that drew upon the natural business skills I have.

"I then chose to get into fundraising with the Canadian Organization for Development Through Education, now officially known as CODE. Coincidentally, I'll be returning to my roots as The Donnée Group has just begun working with CODE."

She added that while there were some uneasy moments in the early days of her agency, they were able to secure a couple of major clients fairly early on.

"We have also been fortunate in that our clients don't leave us, so we haven't really looked back since those first couple of months.

"Early on we had an opportunity to manage Alzheimer Society Canada as a client for whom we instituted direct marketing programs. We have also brought efficiencies to others of Canada's most successful charitable direct marketers through integrating their direct marketing efforts.

"I worked with the provinces and regions who had their own independent direct mail programs and helped them integrate all of their separate programs into one program."

The Donnée Group has continually delivered positive net revenue increases for many of Canada's most successful charitable direct marketers including: the Canadian Diabetes Association; Canadian Red Cross; Parkinson Society Canada; The ALS Society of Canada; The Arthritis Society; Prostate Cancer Canada; Greenpeace; Cystic Fibrosis Canada; Women's College Hospital Foundation and a host of others

So what makes The Donnée Group different?

"The point I'd like to make is that many direct marketers — especially writers/designers — like to tout their subjectively cool stuff; they love to chase so-called awards. We're a little quieter about our work and do what direct marketers should be doing in the charitable world — we raise more net revenue for the groups we work with," says Angie.

"We make data driven decisions. For example, if testing for a client shows that a plain white envelope without an insert is the winner, then that will be our recommendation."

A desire to keep learning

From the start, Angie has recognized the need for life-long learning. She has completed her CFRE and also completed an MBA at the University of Toronto's Rotman School.

Not surprisingly she was the only one in her MBA class who has continued to work in the nonprofit sector. But Angie is not all work and no play - she loves playing classical music on her piano.

"I have played the piano for most of my life and it is still one of my favourite things to do and a great relaxation tool. I learned to play piano at the Royal Conservatory and for the most part, have continued to focus on classical music.

"I also love to read and always have at least one book on the go. I tend to switch between fiction and nonfiction. I play hockey every week in a downtown Toronto community league. It's a fantastic set-up. The teams are switched every 10 weeks, so, you get to know everyone. It makes the league very collegial."

And last but not least four times a week. Even though I haven't completed a full marathon yet, I have annually run a half marathon with a group of friends. There is a small running group I meet up with on Sunday mornings in High Park."

Angie confessed that working in direct response, she sometimes feels removed from the actual people she is working so hard to help.

"I mentioned earlier that I started out on the direct lines. Occasionally I get to meet the people we're working to help firsthand and over the years, those experiences have remained with me and continue to provide key motivation when I come to work each day.

"Our office is in Kensington Market. I love the creative vibe that this downtown locale offers and hopefully take that vibe into our creative planning sessions.

"We are very excited about our newest client, The Canadian Museum of Civilization. Did you know it's the most visited museum in Canada? We hope to introduce many Canadians to this great Canadian institution. After just spending the past 4 days in NY, I was reminded how amazing museums are.

"Clients aren't going away in our business. I'll continue to be very much a people person who gets things done. I love working directly with my clients and if you asked them, I think they'd reciprocate those feelings."

I finally discovered where her passion stems from.

"I believe I inherited my interest in working in the nonprofit sector from my grandmother, Jean Peesker. She was an avid donor who faithfully gave (through direct mail) to at least 15 charities. She didn't like or appreciate flashy and expensive packages. She just wanted the facts and once she found why they needed money she was happy to contribute. I often think of her attitude as we work with our clients."

So, as they say, the apple does not fall far from the tree. However, in this case the apple is bearing fruit too. Congratulations to 'The Donnée Group' and all the very best for the future.

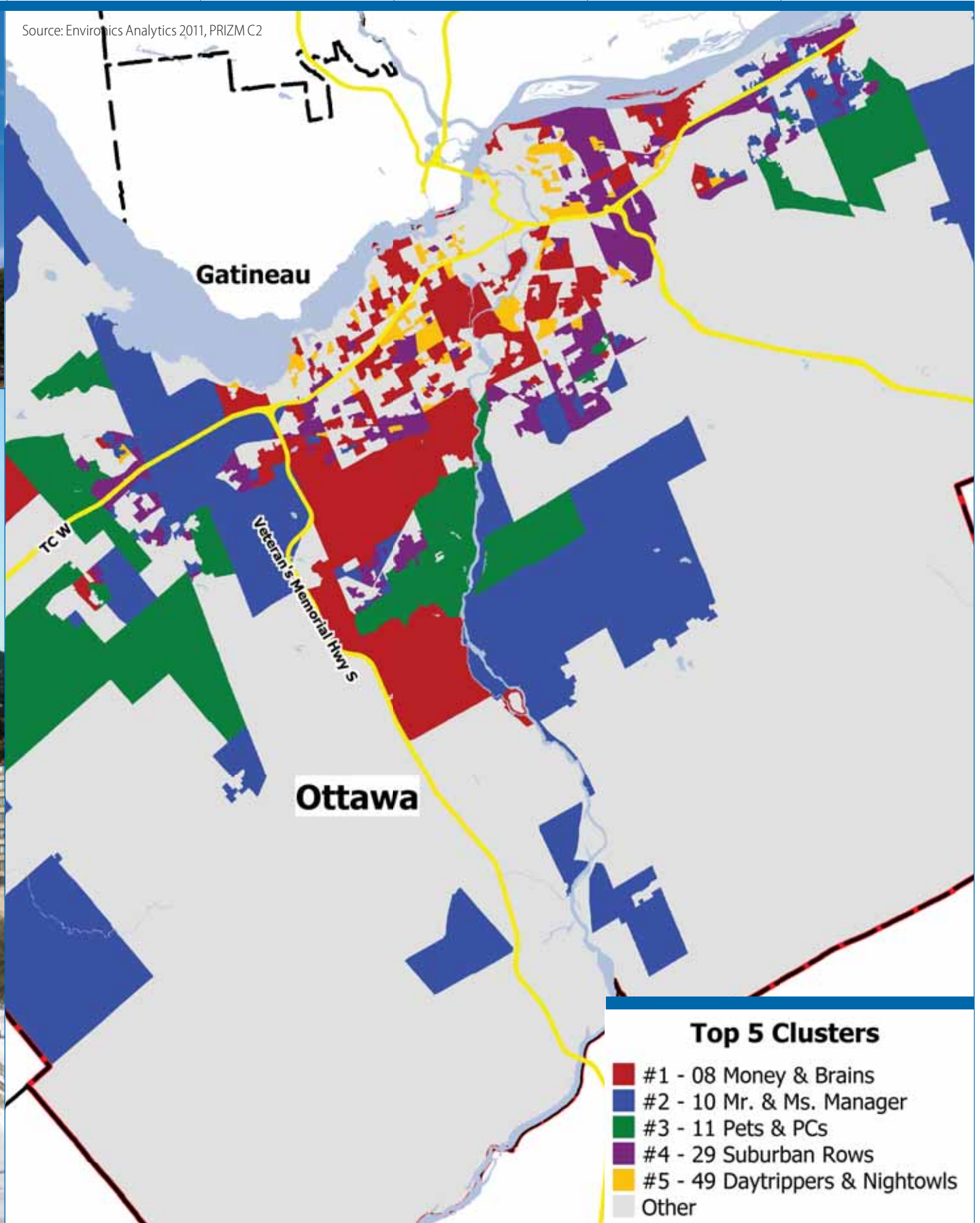
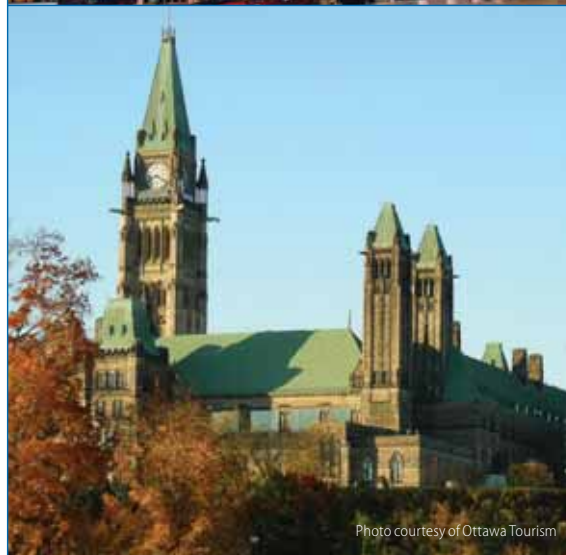
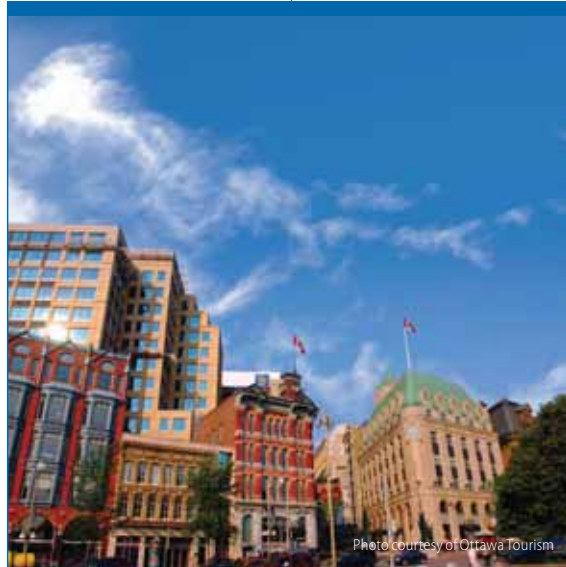
Billy Sharma is president and creative director of Designers Inc., Toronto. He can be reached at designersinc@sympatico.ca or by calling him at: 416.203.9787

Ottawa

REGIONAL REPORT:

By Amy Bostock

BMR Group	Canadian Marketing Association, Ottawa Chapter	IC Systems	Keys Direct	MacFarlane Data & Mailing Services	On Path	The Lowe-Martin Group
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Ottawa

REGIONAL REPORT:

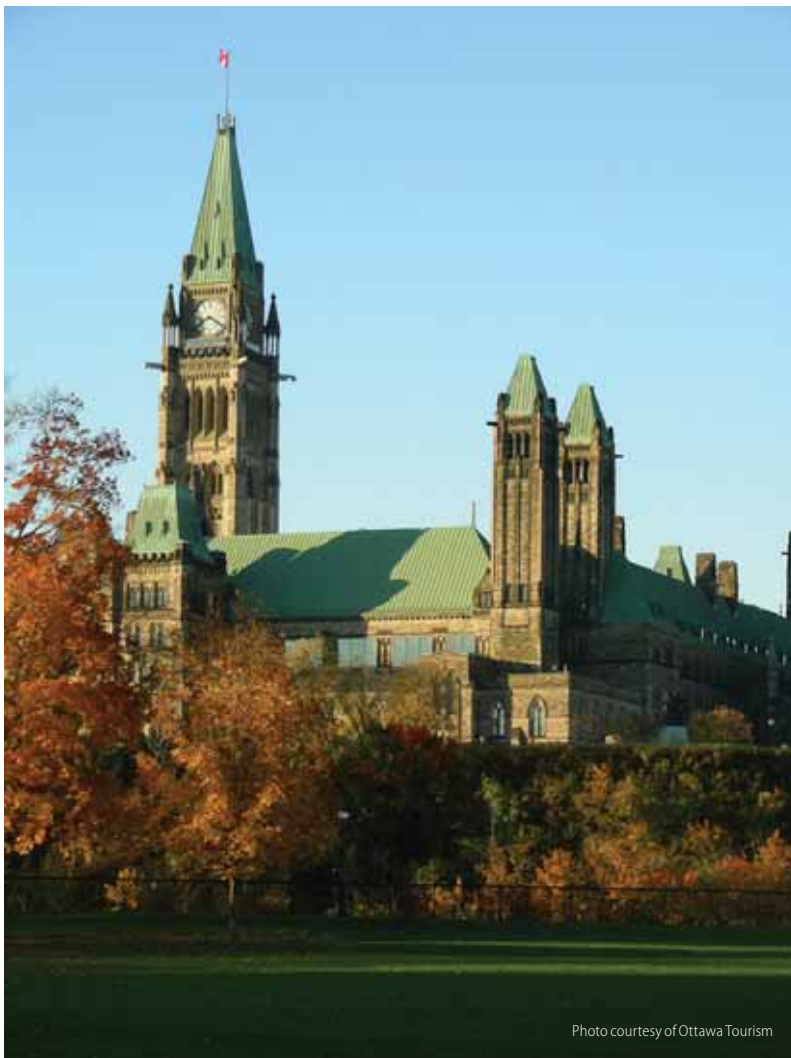


Photo courtesy of Ottawa Tourism

company that deals primarily with B-to-B outbound calls for large clients like Yellow Pages, American Express and HP, says 2010 was a rebound year for his business.

"It was a good year for us and so far this year is going well so we're pretty optimistic," he says.

So how are these Ottawa DM suppliers bucking the trend and succeeding in an industry that has, admittedly, been hurting for the last few years? For The Lowe-Martin Group, the plan was two-fold - expanding their offerings to meet the needs of their clients in a changing market and then aggressively marketing those services.

For companies like BMR Group, a full service direct mail operation, data, and direct mail company that has been in business in Ottawa since 1988, that has meant upgrading their facility - something they did about three years ago.

According to President Paul Brousseau, the new equipment and the fact that BMR is fully automated has allowed them to stay ahead of the competition when it comes to offering cutting edge DM solutions to their clients.

The times, they are a changin'

"The market is changing," says Goski. "There are so many channels available now and people are unclear about which ones to use and how, so we've been offering lunch and learn seminars for our clients to help them make that decision. The result is that our clients now see us as people who can contribute to their marketing discussions."

Ayman Yacoub, Principal at IC Solutions, agrees that helping clients to bridge the gap from traditional marketing to the digital space is key to succeeding in DM.

"In Ottawa there has been a big push in the last year towards social. It's new for everyone and businesses want to be in on it," he says. "To this point there really hasn't been enough data to really show results but that's changing now."

of cutbacks and the recent Canada Post strike.

"Our business doubled in 2010 over 2009," says Joe Goski, Vice President Business Development for The Lowe-Martin Group. "And we're on pace to double it again in 2011."

Tom MacFarlane of MacFarlane Data & mailing Services says his family-owned and operated business has also grown in the last couple of months.

"Our data numbers are going up, our lists are going up and I see the industry continuing to grow," he says.

Dan Scheunert, President of OnPath, a

Not unlike the city itself, which is an eclectic mix of traditional buildings and more modern, functional architecture, the direct marketing industry in Ottawa has been learning to combine the old and the new in order to remain afloat in trying economic times.

But unlike past visits to our nation's capital, there was a feeling of real optimism among the DM suppliers we met with this time around. For some companies, like MacFarlane Data & Mailing Services and The Lowe-Martin Group, business is even booming - despite years

WHO WE MET WITH:



BMR Group
Paul Brousseau, President
www.bmrgroup.ca



Canadian Marketing Association, Ottawa Chapter
Ayman Yacoub, President
www.cmaottawa.com



IC Systems
Ayman Yacoub, Principal / Data Specialist
www.i-c-solutionz.com



Keys Direct
Alison Keys, President
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MacFarlane Data & Mailing Services
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On Path
Dan Scheunert, President
www.OnPath.com



The Lowe-Martin Group
Joe Goski, Vice President Business Development
www.LMGROUP.com

The December issue of Direct Marketing will feature our top picks for the most innovative, creative and just down right fun DM campaigns to hit the market in 2011. To have your campaign considered, please send in your entries by November 15, 2010. Remember to include the following information:

- Client name
- Campaign name
- Agency name
- Description of campaign - including results and any awards won
- High resolution images 300dpi CMYK or as pdfs saved as pdf/x-1a

Enter soon! Enter often!
Send your entries to amy@dmn.ca

BEST of the BEST

DM CAMPAIGNS 2011

DIRECT MARKETING



Photo courtesy of Ottawa Tourism

Yacoub is also the President of the Ottawa chapter of the Canadian Marketing Association and has seen this shift towards social marketing reflected in the needs of their members.

“Last season out of the 8 or 9 CMA sessions we ran for members, 6 were digital topics.”

That’s not to say that printed direct mail pieces are going to go the way of the Dodo. On the contrary, according everyone we met with, integration is the word of the day and companies are looking for ways to merge traditional and digital in an effective and cost efficient way. DM suppliers who can help them with that, says Yacoub, are the ones who will come out on top.

“There’s no doubt that multi-channel campaigns that blend new services with traditional direct provide the best value,” he says.

For the Ottawa call centres we met with, their industry has remained fairly insulated from the economic hardships faced by some other sectors of the DM industry – mainly because of the large amount of not-for-profit work they handle. Not even the Canada Post strike, which caused problematic backlogs and slowdowns for printers and mailing houses, really had any impact.

“Because a lot of our customers had mailings printed and sitting on the mailroom floor, we had a lot of interest in reaching out to donors through our call centre to remind them about their monthly giving,” says Alison Keys, President of Keys Direct.

But even call centres are not immune to

the need for integration.

“It’s even more important than ever before,” says Keys. “You have to give your customers every possible way to reply to you – and that includes reaching out via direct mail pieces, emails and outbound calls.”

“Call centres are effective and people realize it,” says Scheunert. “There’s so much value when you get to someone, have a two-way conversation and learn something that can help you adjust your messaging in the market. But our stats show that a multi-channel approach works best and allows us to have even more information at our disposal.”

Looking forward

For Brousseau, the outlook for the direct marketing industry is better than past years but, he says, that doesn’t mean that being in this industry has gotten any easier.

“It’s not any easier; it’s actually getting more competitive. But as far as what I see for the next six to nine months or whatever, the outlook is better. I see it being better.”

“In the 1990s people predicted the death of direct mail at the hands of email,” says MacFarlane, “but that never happened. Four or five years ago publications started dropping off because of increased costs of producing and mailing them. But what I see now is a trend towards increased direct mail runs because companies are realizing that their customers are tired of email.”

MacFarlane believes that people still want something that they can hold. And thanks to advancements in the technology, DM suppliers can now do more than ever before with direct mail pieces.

“We can do things now with one machine that used to take ten people sitting around stuffing envelopes and collating so the cost of doing creative DM pieces has gone way down.”

Joe Goski couldn’t agree more. “Direct mail has a role to play,” he insists. “It has a future. Print has a real permanence – especially in a society that is feeling overwhelmed by email.”

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Upping the ante on customer loyalty

By Denis Longpre

In an ongoing poker game between customer loyalty and a fluctuating economy, loyalty seems to be losing its hand. Few can dispute that loyalty has taken a hit in recent years with tough economic times driving consumers to select brands based on lowest price and choose businesses serving up the best incentives. In this environment, if consumers are loyal to anything, it's to their own bottom line.

If you take a look at recent societal trends, the shift away from customer loyalty makes sense. According to the *Journal of Couple and Relationship Therapy*, more than half of married couples will not remain loyal in their relationships - a number that has increased in recent years. Homeowners are defaulting on their mortgages. Workers are no longer staying with an employer for their entire careers. Why should we expect consumers to be loyal to a grocery store or a car insurance company?

On the flip side, some argue that to a certain extent, loyalty will always exist. There will always be diehards who refuse to switch from Whole Foods to Safeway or from a Mac to a PC. But for the majority of consumers, all bets are off. One Forrester Research study shows that more than half of adults say price, not loyalty, ultimately drives the decisions they make. As consumers are becoming accustomed to having deals delivered to them in the form of lower prices, rebates and special offers, companies and brands are fighting an uphill battle that only promises to get steeper. While the shift continues toward the "loyalty is dead" consumer culture, there are a few things marketers can do to

snag the little bit of allegiance that is left.

Gathering intelligence

Having a solid grasp of what motivates consumers is the key to driving loyalty. Successful marketers take the time to understand specific customer traits and preferences, as well as behaviors such as who in the household makes the purchasing decisions, how frequently customers buy and what they are buying.

Part of gathering intelligence to build loyalty is understanding what is most meaningful to customers. While some are loyal to retailers because of daily coupons or regular two-for-one offers, others may keep coming back because a particular brand is on hand or assistance from a personal shopper is available. Along the same lines, one consumer may buy generations of iPhones because of the apps, while another might stick to Blackberries because of particular features such as a push-button keyboard. The bottom line for marketers is that understanding consumer preferences and behaviors is the foundation for building loyalty.

Making it personal

Once marketers have obtained a thorough understanding of consumer behavior, this intelligence should be applied to messaging strategies in order to create meaningful communications that reach customers on a more personal level. Making this connection is essential as it helps create the customer-brand relationships that can help build loyalty.

The most effective messages go beyond relevant and tailored (i.e. simply adding a recipient's name to a mail piece).

Hyper-personalized messaging strategies involve leveraging customer information gathered around specific traits, attitudes and preferences, and applying that data to create highly relevant information, offers and even artwork. Finding creative ways to add new levels of personalization - such as a customized QR code - into your marketing materials captures consumer attention, builds awareness and drives loyalty.

Like retailers and service providers, nonprofit organizations must also lay the groundwork of customer - or donor - loyalty in order to remain active and relevant. One international nonprofit recently revamped its U.S. marketing strategy in order to stand out against other nonprofits with a goal of driving both response rates and donations. Operating under a "go big or go home" strategy, the organization created an oversized direct mailer that included petitions to congressmen and representatives to drive awareness of violence against women. In addition to featuring the recipient names at the top, the mailer added layers of hyper-personalization by incorporating recipient names under the petition signature lines, and response cards pre-addressed to recipients' respective representatives. The extra effort to make response easier helped drive response rates by 58 per cent and also increased donation amounts by 59 per cent among its loyal donors.

Spreading the word

Although customer loyalty continues its gradual descent, there will always be brand influencers and evangelists who help

drive brand awareness and enhance the dialogue, which can help bolster loyalty. Marketers that recognize the power of a few strong consumers are in a better position to facilitate consumer-generated conversation - thus multiplying the power of positive customer references. Brands can open the floor for these references by creating online forums or inviting evangelists to brand-sponsored events. While these forums can pave the way for positive or negative feedback, they also provide opportunities for the best customer stories and recommendations to surface.

Your strongest customers are identified and you've leveraged hyper-personalization within a multichannel marketing campaign. Now what? The most effective marketing strategies

incorporate extensive measurement tools to help marketers understand the impact of their campaigns. Constantly re-evaluating a marketing strategy with new customer information helps brands develop more relevant messages, enhancing customer dialogue and creating more loyal customers.

While reversing the shift away from customer loyalty may be a roll of the dice, marketers need to understand why the change is happening and what they can do to strengthen their foothold. Dedicating the resources to collect extensive customer intelligence and building customer relationships using this information through a hyper-personalized marketing strategy helps companies and brands fight back against the "loyalty is dead" consumer culture.

This NFP donor appeal added another layer of personalization by including a collection of return address stickers with their package.



The bottom line for marketers is that understanding consumer preferences and behaviors is the foundation for building loyalty.



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Show us the money!

Direct Marketers can grow their business online by accepting more forms of payments *By. Brian Crozier*

costs when they expand internationally.

When we look at the e-commerce payments strategy followed by the online gaming industry, we can see that their sites ensure their customers can fund their accounts with credit cards and a wide variety of other alternatives. Today, many of the payment companies that became well-known in gaming have also become the leaders in global e-commerce payment processing.

Savvy direct marketers realize that accepting more forms of payments is the easiest and fastest way to boost online sales and profit. Plus it offers a competitive advantage. If you can't accept the form of payment your customers want to use online, they'll either go to the more expensive off-line channel or to your competition.

Recognizing the danger of this, the majority of online businesses are now implementing comprehensive global payment strategies that include accepting more forms of payments than just credit cards.

You might be thinking that accepting payments can't be that difficult, since most consumers have credit cards to make

purchases but research actually shows that 30-40 per cent of consumers don't have a major credit card and others don't want to use it online. Also, credit cards are not as popular outside of North America, so if you have international customers you need to offer them the payment methods they have in their local country. A web merchant can't make the sale online unless they can accept the payment.

www.PartyPoker.com is a prime example of a company offering multiple payment options to their customers and every online business could learn from their payments strategy and increase their sales globally. Remember, by offering your customers more online payment options you increase the odds of making that sale online!

Brian Crozier works in Global Business Development at www.UseMyServices.com. For the past nine years, the company has focused on making it easy for online merchants to instantly accept payments from their customers with online banking from Canada and around the world. Brian can be reached at brian@usemyservices.com

Have you ever been in a retail store that only accepted credit cards for payment? No cash or debit payments? That would be bizarre!

But when you go online, you'll find thousands of sites that are still only accepting credit cards for payment including the

majority of the direct marketing industry.

The Internet has been traditionally very credit card oriented since the early days but things are changing fast and while e-commerce has been a very positive experience for most direct marketers, they often face unforeseen payment and fraud

In fact, their results, when compared to other forms of marketing, show that this approach generates at least three times more revenue per dollar spent

Digital wallet: the next evolution in payments

By: Visa Canada

Global ecommerce has been nothing short of transformative for businesses and consumers, and is now expected to reach US\$1.365 trillion in 2013¹ growing 30 per cent in the next two years. Visa continues to play a leading role in enabling ecommerce, providing consumers with a convenient and secure way to make online purchases when cash and cheque are clearly not an option.

As more Canadian consumers engage in ecommerce from their home and mobile devices, convenience and security take on even greater importance. In particular, having to enter one's 16-digit account number, shipping information and billing address repeatedly during the check-out process can be frustrating and time-consuming. The alternative – storing account numbers and other personal information on preferred shopping sites – often creates concerns over privacy and security.

Canadian consumers are increasingly

looking for payment methods that are secure and convenient, but also, that fit their digital lifestyle and allow them to make purchases using mobile phones, computers, social networks and at physical retail locations.

This is illustrated by the results of a recent Leger Marketing survey, which indicates widespread interest by Canadian consumers in a more secure payment method that optimizes the consumer's online experience. According to the survey, 56 per cent of Canadians would prefer using a "digital wallet" over cash.

The next step for Visa in this evolution is our recently announced digital wallet. Visa's digital wallet is a safe and convenient "hub" for online and mobile payments that brings the ease, reliability and security of Visa to the new ways consumers are paying. This includes purchases using a mobile device enabled with Visa payWave, Visa's contactless payment technology for small, everyday purchases under \$50. With Visa payWave,

consumers simply wave their mobile phone near a payment terminal to complete a purchase.

"Visa's digital wallet enables consumers to complete a purchase by clicking an option at checkout, without the need to provide credit card information," describes Mike Bradley, of products at Visa Canada. "Information is stored by Visa and the consumer unlocks the digital wallet using a unique username and password, thus simplifying ecommerce purchases."

Visa's digital wallet goes beyond payments; consumers will have the option of signing up for additional features such as transaction alerts or offers, receiving and storing coupons or managing loyalty points and receipts. The digital wallet not only benefits consumers, but online merchants, too – a more efficient checkout process that can lead to a greater number of sales.

Setting the digital wallet apart is Visa's wealth of experience in processing payments and handling sensitive



information. The digital wallet is protected by multiple layers of security and account information is stored within Visa's secure system. Visa maintains strict privacy policies and will not share financial information about individual consumers with others. The new digital wallet will extend consumer choice, convenience and control, and help merchants grow their business in the ecommerce space.

As high-speed Internet access, mobile technology and social networking sites are converging and transforming how Canadian consumers live, work and pay for goods and services.

Visa is leading the payment industry with the next generation of payment producers built on Visa's 50-year legacy of security, reliability and innovation.

What gets measured, gets done

Monitoring attrition in your email list *By Geoff Linton*

It can take digital marketers years to build a permission-based email list, but attrition can quickly erode it. A permission list is a constantly changing entity and list churn is often not obvious. Leading email marketers closely track their unsubscribes and bounces because they know that retention is a key profit driver.

The economics of retention and attrition

Retention is a powerful driver for increasing profit. As highlighted in the classic marketing book the "Loyalty Effect", increasing the customer retention rate by 5% to 10%, can lift profits by 30% to 50%. Email plays a strong role in customer retention.

Given that acquisition costs 5 to 7 times more than retaining a current customer, the right email address can be as valuable as gold.

Typical attrition problems in email

Email is a permission medium so unsubscribes are a normal part of the process. Some readers just won't appreciate your content and delivery, but a small amount of list churn due to unsubscribes is no reason to panic. The average Canadian unsubscribe rate for B2C marketers is about 0.2% per month.

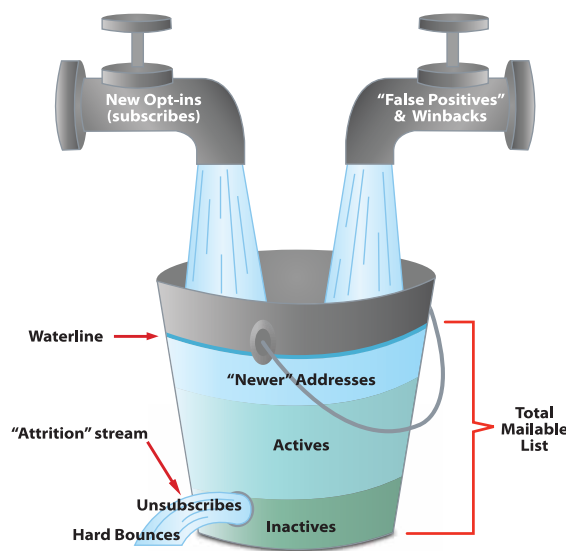
Another reason for attrition is fatigue. Email relationships can eventually fatigue as subscribers tire of the experience. When subscribers stop opening and clicking your messages, they are telegraphing their growing propensity to unsubscribe.

Attrition can also result from technical issues, such as hard bounces and automated IT rules. Hard bounces are undeliverable email addresses that are no longer valid (e.g. a subscriber has deactivated his/her email account with the ISP). There are several types of hard bounces, each with their own code, but some hard bounces are actually valid email addresses. Email deployment systems and ISPs sometimes mislabel certain hard bounces ("false positives"). Using diagnostic techniques, Inbox Marketer has observed that between 10% to 30% of hard bounces are false positives that are actually recoverable.

Automated IT rules can cause their share of problems. Inbox Marketer discovered recently that our client's IT group blocked an email address automatically if there was any type of bounce. In one month, their digital group observed a significant spike in "bounces" and prematurely removed 10,000 names from their permission list!

Email attrition is your barometer and sudden changes should prompt immediate investigation. Declines can be caused by low value offers, not tailoring offers and content to specific subscriber segments and not providing any new information or compelling offers.

Inactivity is another indicator. A quality list of engaged subscribers is far more profitable than a large number of inactives



(those who have not opened or clicked on a message within the past 6 months).

Monitoring the hidden churn

Have you ever gone swimming in an ocean with a strong undercurrent? All looks well on the surface, but the dynamics beneath the surface can be fatiguing. Fortunately, in marketing, we can control some of the dynamics.

The customer "bucket" is a helpful diagram when analyzing the dynamics of list churn. The water line in the bucket represents the size of the opt-in base. Most customer buckets have a hole near the bottom, which represents the natural defection or attrition flow. If the hole is too big, then the water level declines rapidly and the marketer needs to take proactive action. Note that reactivation programs are highly effective at catching inactives before they churn (or go out the attrition stream). Integrating a triggered welcome stream with your email program will also reduce future attrition of new cohorts.

As discussed earlier, subscribers change addresses, fatigue, bounce or unsubscribe, so marketers also need to constantly fill the top of the bucket with quality new acquisitions (opt-in subscribers). Overall,

there isn't much marketers can do about unsubscribes except focus on delivering relevant content and offers. However, flagging false positives and getting back defectors (winback) will add names.

Measuring attrition

The table below shows an example (with formulas) of how to calculate list attrition and list growth.

Unsubscribe rates are typically a nominal number. Most uninterested people do not take the time to click on an unsubscribe email link and then on an unsubscribe landing page. Subscribers who are changing email accounts often forget to update their profile with the new email address. This causes ISPs to deactivate the abandoned email account, which generates a hard bounce when an email message is sent to the old address. That's why hard bounce numbers are larger than unsubscribe numbers.

Attrition & growth benchmarks

North American companies have been relatively passive about email list growth. Marketing Sherpa indicates the average net list growth for B2C over the past 3 years has been only 14% to 20% per year.

MEASURING MONTHLY NET GROWTH			
	Quantity	Cell	Formula
Starting List Size	100,000	A	
Attrition (minus)			
Unsubscribes	200	B	
Hard Bounces	600	C	
False Positives	180	D	
Attrition subtotal	620	E	E= B + C + D
Acquisition (plus)			
New Opt-Ins (subscribes)	3,000	F	
Net Growth	2,380	G	G= F - E
Ending List Size	102,380	H	H = A + G
Monthly Growth Rate	2%	I	I = (H - A)/A

This data also shows 56% of companies are "slowly growing" their lists and 20% experience neutral growth.

There is an old saying... "What gets measured, gets done." The general industry passiveness may be due to lack of awareness. But not having a finger on the pulse makes it harder to grow. On the other hand, best practice leaders have disciplined measurement reporting and know precisely how many names they need to acquire to make up for attrition and achieve their other goals.

Inbox Marketer B2C clients lost 5.2% of their list due to attrition so far in 2011, but netted 17% after acquisition. Unsubscribe rates held steady each month (typically at 0.2%) and were consistent across a range of B2C marketers. As a rule of thumb, there were as many as 3 hard bounces for each unsubscribe.

Bottom line

Marketers need to proactively manage their opt-in list and keep an eye on attrition. Email is more than blasting campaigns. Good email marketing involves customer management and retaining opt-ins. Remember, if you measure, you can take action.

Geoff Linton is Vice-President of Inbox Marketer, a digital direct messaging company that helps organizations use email, mobile, social media and the web to build engaged online communities of customers and prospects. Geoff can be reached at geoff@inboxmarketer.com.

8 tips to increase email list retention

Below are some ways marketers can improve email list retention:

1. Create good content (relevant & unique)
2. Request a high level of permission (double opt-in is better than single opt-in)
3. Obtain subscribers' primary email address (webmail addresses are secondary addresses that change often)
4. Develop a simple preference page so that subscribers can change their primary email address, rather than having to unsubscribe and resubscribe with a new address
5. Ensure emails are easily readable on all devices (computers, mobile devices, tablets)
6. Monitor complaints, bounces and unsubscribes
7. Proactively manage new and inactive segments
8. Emphasize the value proposition of the email program (delivering on the original promise outlined in the registration process)

The Google+ 'A-ha!' moment: segmentation stops training people to ignore you

By Dave Parsons

It seems like it took forever, but social media is finally catching up with something that database and direct marketers have known for years: consumers aren't all alike.

As social networks continue their march toward world domination, a big part of their appeal is that they allow people to share their thoughts and opinions with an ever-increasing number of friends (think Facebook) as well as strangers (think Twitter). And while social media may have brought simplicity to sharing, the truth is, it hasn't really brought the best marketing smarts to the equation. Facebook and Twitter both default to a scatter-gun approach when it comes to messaging. This doesn't work incredibly well for engagement on a personal level, and from a marketing perspective, the leading social nets intrinsically ignore some of the strongest components marketers hold dear -- like timely, relevant messaging.

Though Google+ is still technically in beta, we at Pluris Marketing (an agency focused on offer optimization and cross-channel marketing) are encouraged by its strong start because we believe adoption will send a strong signal that the social-media game has changed. Using circles, brands and individuals can now segment audiences in a way that wasn't easy to do before (you can do it on Facebook, but it isn't intuitive). By breaking contacts and customers into circles, Google+ is helping people immediately become more relevant with their messaging. On a personal level, obviously not everyone wants to know what you're making for dinner, or how your kid did in their latest soccer game—but you might be a member of a dinner club that likes to share recipes, while Grandma and your close friends might want to know whether Austin scored a goal today. Google+ Circles lets you share that information with the right parties without boring and/or annoying everyone else.

If you're a marketer, the implications of Google+ are even more profound. Because if you're currently boring and/or annoying people on Facebook and Twitter with one-update-fits-all (or one-tweet-fits-all) messaging, what you're actually doing is training people to ignore you. People might not go through the trouble of unfriending your brand page on Facebook or unfollowing your brand's official Twitter stream, but if they've all but

▶ Continued on pg 18

LIST WATCH

Progress Magazine reaches 8,218 Business Leaders and Entrepreneurs.

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GaggleAMP delivers social media campaigns, measurement and ROI for brands

GaggleAMP, a leading innovator in social media amplification and analytics, announced that its product, in use by business, education, political campaigns, and nonprofits, has delivered customer messages to an audience of more than 4 million in just under 6 months. GaggleAMP helps marketers looking to drive audience engagement and leverage the social graph of individuals. Organizations create networks of employees, customers and partners (called Gaggles) and each Gaggle member shares, Tweets and posts the organization's messages and content in a privacy-assured permission-based setting. GaggleAMP's analytical tools reveal message effectiveness, uncover best practices and calculate accurate ROI.

"GaggleAMP ensures that people with

a brand affinity don't miss social media messages, and makes it easy for them to choose what messages they want to convey to their personal networks. Gaggle members review messages, are able to share messages, say 'no thanks', and even provide feedback," said GaggleAMP Founder and President Glenn Gaudet. "GaggleAMP exponentially increases message reach, resulting in more Web traffic and lead generation. GaggleAMP also provides on-demand insight into sharing rates, reach, and secondary social media activity such as re-tweets, Likes, comments, and clicks."

Social media amplification tools are one emerging technology that Forrester Research, Inc. recommends watching. "Marketers spend an enormous amount

of money to reach consumers using paid media," writes Jeff Ernst, Principal Analyst at Forrester in the August 2011 report, *Emerging Technologies CMOs Should Watch: Q3 2011*. "Social amplification provides a way to tap into advocates to extend that reach with no additional paid media costs and manage the results."

"Companies are constantly looking for new angles and tools to help amplify the reach of their social media messages," said Jason Falls, CEO of Social Media Explorer. "GaggleAMP is the first tool I've seen that provides a simple management solution for recruiting and engaging stakeholders in the task of telling your story and the measurement capabilities to know how well those messages are being sent."

► Continued from pg 17

tuned you out, you've effectively already lost them as potential customers.

How much should you segment?

You can add unlimited Google+ circles—and you can label them any way you choose—so you can get more and more targeted with your messages. (You may not want to get too granular, though, as there is already a product known as email that supports that!)

Your Google+ contacts won't know what segment they're in—Google+ Circle labels are for your eyes only—so you're not going to offend anyone by putting them in "acquaintance" versus "friend" in your personal life or "prospect" versus "VIP customer" in a marketing context. This allows you to connect with different groups in different ways. (Note: Your contacts can see up to 21 people in the group they're in.)

As with any good segmentation system, you can manage Google+ Circles on a lifecycle basis, moving people from circle to circle as things change—without notifying them that they've been reclassified.

From segmentation to offer optimization

Google+ might just give us an easy way to rein in social media from Google+ its current state of over-social media. But for

► Continued from pg 4

age and complexion. Corresponding coupon offers and incentives, all relevant to the recipient, created an impactful and successful direct mail program. We had also seen other industries, such as telco's, financial institutions and insurance companies use a similar approach in their specific industries.

In another example, one of our long standing customers in the not-for-profit sector has embraced a multi-channel strategy for emergency fundraising. When a natural disaster occurs anywhere in the world, the client's emergency response team takes over. Marketing, IT, media, advertising agencies and a series of support staff are on call 24 hours a day, 7 days a week. Depending on the immediate requirements, a

marketers, the addition of another layer of discernment to the service (with the permission of users, of course) could make things really interesting.

Wouldn't it be great if there were tools that made certain segmentation decisions for you? I'm talking about automated protocols that "know" what to send people based on the other interactions they're having, how busy they are and their likelihood to respond.

Well, that tool already exists in database marketing!

Consider a personal example of the potential of what you might call "Smart Circles". Let's say I have a couple coveted concert tickets that I can't use. I could send out a Facebook update or tweet to see who wants them, hitting contacts all over the world with a wide variety of music tastes. On Google+, I could create a circle of local friends who I think might be interested in the concert, but what if I miss someone because I didn't know they were going to be in town that weekend? And what if it turns out no one in my local-friends circle can use the tickets? The tickets were expensive, but do I really want to go through the trouble of listing them on Craigslist or eBay?

Now imagine if Google+ had systems that allowed it to automatically contact only the appropriate people across all of your circles. Consider a scenario in which, for instance:

- Google+ could look at the name of the band and find people who are interested in that band or similar bands.
- Google+ could factor in geographical proximity to the concert venue.
- Google+ could consult the Google Calendars of people across your various circles and see who's free the night of the concert.

It's not that far-fetched, and if everything works as it should, there'd be a happy ending to the story. Your tickets wouldn't go to waste and the lucky recipients (or even buyers) of the tickets would get to go to a concert they were dying to attend.

Of course, the particulars of how people could opt in or opt out of such "offer optimization" would be a make-it-or-break-it proposition for Google+, particularly when the theoretical example moves from the personal realm to the marketing realm.

In a way, though, Google+ is already built on the principles of database marketing. If you think of social-network information—posts, pictures and other content you share—as something you're "offering" to friends and other acquaintances, then the Google+ Circles you set up are letting you do a form of offer optimization right now.

Dave Parsons is Strategic Relations Manager at Pluris Marketing.

DM PEOPLE



Proximity Canada

Christina Hill and Ricky Jacobs have joined Proximity Canada's executive leadership team, both in the roles of Vice-President, Managing Director. Jeff Sangster also joins the leadership team as Senior Vice-President, Technology.



Canada Post

Véronique Boileau has been appointed to the position of vice president.



Rivet

Margaret Ngai has joined Rivet's growing CRM team as Director, Data and Technology.

reports of the immediate disaster, but you are reading about it in a personalized, targeted message in your daily mail. Coupled with the other channels that are utilized, this initiative is a tremendous example of how direct mail plays a critical role in the marketing mix.

Like most things in life, the role of direct mail is rapidly changing. As an industry, our objective must be to stay relevant and innovative. We must add value, creativity and constantly look for new ways to help our clients. There will always be a role for an industry that can adapt to the changing currents and weather through another 'Perfect Storm'.

Rich Basset is the President of Basset Direct in Markham, Ontario. He can be reached at richb@bassetdirect.ca

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DMLANDSCAPES

Time to talk turkey *By Jan Kestle and Michael J. Weiss*

In October, thoughts turn to Thanksgiving and the star of the holiday feast, turkey. Canadians will consume about three million birds this Thanksgiving, accounting for about one-third of all turkeys sold over the year and second only to Christmas as the top turkey feast. But now, thanks to its low price, versatility and year-round availability, turkey has broken out of its frozen, rock-hard stereotype and appears regularly on dinner tables with or without all the trimmings.

According to Environics Analytics (EA) and PMB, turkey fans are found in about a quarter of all households: 26.7 percent ate turkey in the last month. That figure includes whole turkey as well as some of the newer products, like sliced turkey breast, drumsticks, sausage and boneless rolls. But even as beef consumption has steadily declined, turkey consumption in Canada has remained relatively stable over the past 20

years—about 4.2 kilograms per person per year. And despite the low-calorie allure of turkey burgers and turkey meatballs, consumers have increasingly turned to chicken rather than turkey.

Turkey purveyors have two avenues to change this trend: increase sales to their core consumers and expand into new markets. According to research, turkey's most dependable consumers tend to be older couples and families in small towns and rural areas. Geographically, they're often found in sparsely

populated areas not far from where wild turkeys roam—especially in Manitoba, Newfoundland and Labrador, Nunavut and the Northwest Territories. When analyzed using EA's PRIZMC2 segmentation system, which classifies Canadians into 66 lifestyle types, the top turkey-eating segments included Back Country Folks (older, downscale couples and families in remote areas),

Sources: Environics Analytics, PMB

Tools & Trucks (upper-middle-class town families and couples) and Rods & Wheels (older, upper-middle-class couples and families). These old-fashioned country folks enjoy outdoor activities like hunting, fishing, hiking and bird-watching. They have high rates for baking from scratch and they know their way around a carving board. In a survey focusing on sauces and condiments, their top-ranked purchase of 120 items was

crime dramas ("CSI," "NCIS"), sitcoms ("Two and a Half Men," "Desperate Housewives"), comedy shows (Rick Mercer, Ellen Degeneres) and sports ("CBC Hockey Night," "TSN Hockey"). They listen to radio stations that play traditional and new country, album rock and Top 40 music. They're less likely to enjoy print media, though they do subscribe to country-oriented magazines such as Harrowsmith Country Life, Reader's Digest, Outdoor Canada and Canadian Geographic. And they're only moderate users of the Internet, though they will surf sites devoted to weather, auctions, travel and clothing.

But turkey's biggest untapped potential lies in predominantly young, urban and multi-ethnic segments such as Urban Spice, Rooms with a View and Newcomers Rising—lifestyles where recent immigrants may be unfamiliar with the tradition of chowing down with a well-dressed gobbler—as well as educated and upscale segments such as Cosmopolitan Elite, Urbane Villagers and Money & Brains. *Index of 100 = national average*

For these segments, marketers should stress that serving turkey doesn't have to be a big production: turkey products like meatballs and cutlets can easily fit into the fast-and-furious lifestyles of these singles and families.

To expand the upscale market, turkey ads should appear on TV current affairs programs, news-talk radio and in publications like Chatelaine and Maclean's.

Imagery should stress the idea of home-cooked goodness served in a casual setting, not a formal, multi-generational gathering around a dining table set with the good china. With today's turkey fans describing themselves as homey types who like to gather for sit-down dinners rather than dress up and go out to dinner, advertisers should remind even their loyal consumers that turkey is not just for Thanksgiving anymore.

cranberry sauce. To increase this group's appetite for turkey, marketers should advertise in their favourite media. These traditional Canadians are heavy TV viewers, especially



Share of Canadians who've eaten turkey in the last month, compared to the national average of 26.7 percent (index=100)

- Major Gobblers (high index: >120)
- Frequent Carvers (above-average index: 100-120)
- Holidays Only (below-average index: 80-100)
- Cold Turkey (low index <80)

Sources: Environics Analytics 2011, based on PRIZMC2 and PMB.

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