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ENGAGING MARKETING MINDS

MARCH/APRIL 2020



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WILLPOWER

A

new year and a new mindset. A new beginning and new horizons. Whatever spin you want to put on the start of a new decade does not matter. What matters is that you have the willpower to move the needle and to impact the lives of others, and that emotion will not rule the day. That may sound a bit Pollyanna-like, but when all is said and done, why exactly are we here?

An enriched life—and for that matter an enriched business—must be lived in the will and not in emotions. In other words, our decisions in life and business must be the result of a mission will and not from the reactions of the moment. A robust business is not rooted in making harsh decisions because we are frustrated by numbers or that we have pressure in the short term. On the contrary, great marketers are committed to a much bigger plan that should drive all of their decisions.

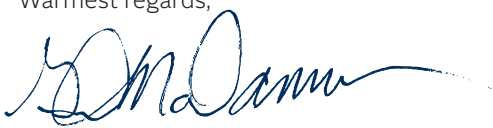
When we let emotion and stress rule the day, we cannot be great for others. We have found that the best marketing minds will their organizations to a mission of servitude and understanding. They know that knee-jerk reactions, short-term pressures and the immediacy of results kill creativity. And they know that if they stay the course, listen to the market, and build their offering around their needs that they can will themselves to success.

We are wishing you nothing but the best for the new year and the new decade. We will continue to pump out the kind of content that matters and hopefully serves your best interest. It is part of our will to inspire and make 2020 the year of your will.

The cover story for our first issue of the new decade, “Creative Brew,” discusses how business is a complex system that doesn’t always follow logic. Specifically, the piece examines why the future calls for right-brained thinking and a bit of magic. In our second feature, “Tell Your Story,” we highlight that as content evolves, it conveys an experience—good or bad.

Enjoy the issue and will your way to a wonderful new year.

Warmest regards,



Gina M. Danner, CEO

**GREAT MARKETERS ARE
COMMITTED TO A MUCH BIGGER
PLAN THAT SHOULD DRIVE ALL
OF THEIR DECISIONS.**



**Building a
cultural approach**

05



**Your 5-point plan to
direct mail success**

11

- 02 Cover Story** Creative Brew
- 06 Feature** Tell Your Story
- 10 Tactics** Strategies You Can Use
- 12 Infographic** The First Stage
is the Deepest
- 13 On the Record with** Bob Burg

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“CULTURE ISN’T A MISSION OR STATEMENT. IT’S HOW SOMEONE FEELS GOING IN AND LEAVING WORK.” — **SCOTT STRATTEN**, UN-MARKETING

Right Brain Creative

SCOTT STRATTEN KNOWS A THING OR

two about being unconventional. As a world-renowned social media influencer, his marketing videos have gone viral to the tune of 60 million-plus viewers. The viral-charged social media world he lives in even has an unconventionally cool moniker—Un-Marketing. So, when the conversation shifts to why business does not always follow a logical framework, Stratten has much to say on the topic.

Sure, in a time when brands everywhere are clamoring for data-gathering inspired connections with their communities, Stratten is among the marketers who believe there is still a little magic involved in reaching true success. That, of course, depends on your definition of success. Truth be told, the definition has different

**THE MAGIC OF
RIGHT BRAIN
THINKING**
BY MICHAEL J.
PALLERINO

meaning for different people. So the key, as he views it, is to start there.

"My hope is more businesses view success as something that is for everyone involved—vendors, employees, customers and stakeholders," says Stratten, who runs the Un-Marketing empire with his business partner and wife, Alison. "Success should not be a zero-sum game. Some companies say their goal is to treat everyone well, but their compensation system is set up for a quarterly profit with perpetual gains. It can't just be the never-ending pursuit of more. For us, success is paying our vendors quickly, making our clients ecstatic and most importantly, treating each other with love and respect."

Don't get Stratten wrong. Data is valuable. You just have to know how to incorporate it into the mix without overcompensating. For example, vanity metrics are front and center today. While most metrics used to be behind closed doors, analyzed by a few marketing or salespeople, Stratten says a lot of the metrics brands base their perceptions of success on are out there for the world to see. Retweets. Likes. Hearts. Followers. Fans.

"That's a great way to have a poverty of online popularity," Stratten says. "It looks great on the surface, but it doesn't move the actual needle. The data is valuable once it's relevant and actionable."

Take a Facebook video that the Un-Marketing team had go viral with a 35,000,000-plus reach and more than 14 million views. Sounds awesome, right? Stratten says both numbers are irrelevant. Facebook counts a view as over 3 seconds. But that is not a view or a glance. If you drill down into Facebook's metrics, you could see that there were actually 3 million-plus views with the sound on and over 10 seconds.


"That should be the starting point," Stratten says.



As the primetime TV host of C-Suite TV, Jeffrey Hayzlett is the kind of business expert who stays in the know. The author, speaker, founder and CEO of consulting firm The Hayzlett Group, believes that a brand's success can be attributed to being authentic more than anything else. If people do not believe in you and what you do, there will be nothing or nobody to extract data from.

"When people believe in you, it's because you're authentic; it's because you have something they need or want, and

have created that relationship that's based on mutual respect and trust," Hayzlett says. "That is the most important and most fragile relationship you'll ever have, need, and want."

Build that trust and those relationships, and the mining for data can begin. But while data is incredibly valuable and allows for experiences to be customized and personalized in order to enhance the overall experience, Hayzlett says brands must tread with a keen eye on how and when to use it. 

"WHEN PEOPLE BELIEVE IN YOU, IT'S BECAUSE YOU'RE AUTHENTIC; IT'S BECAUSE YOU HAVE SOMETHING THEY NEED OR WANT, AND HAVE CREATED THAT RELATIONSHIP THAT'S BASED ON MUTUAL RESPECT AND TRUST."

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THE HAYZLETT GROUP

BUILDING A CULTURAL APPROACH

ONE OF THE BEST ways to do this is to create a culture where your brand's vision is fully evident. Operate in a bad culture and no matter how great your product is, you are not getting very far. Culture not only leads to new growth opportunities, but it sets a tone that everything launches from.

Hayzlett says the responsibility to inject

a right-brained culture into your brand starts with outlining that vision and mission statement. Too often, companies lose sight of the values and energy behind their visions. The responsibility needs to be shared and bought into by everyone in the company. The truth is that brands need right- and left-brain thinking.

"Right brains are creative thinkers by

definition, and that creativity can put someone outside the proverbial box," Hayzlett says. "That is definitely one benefit of the right-brained way of thinking. These creatives are adept at finding creative solutions to difficult problems that seem to constantly be changing or evolving. The entire process can be clunky and can lack structure, which often translates to chaos. That is the downside. They lack processes and can drive the entire process into chaos."

Stratten believes that your brand's culture is always morphing, depending on who is in the building and who is in charge. The problem is that a lot of times, culture is viewed as something that exists on its own, so when someone new comes in, they are placed in it and surrounded by it, versus changing it.

"When we feel we are part of the culture, we think twice about what we say and do (sometimes)," he says. "You can set a tone of culture, which is more of acceptable guidelines, like bumpers on a bowling lane. Culture isn't a mission or statement. It's how someone feels going in and leaving work."

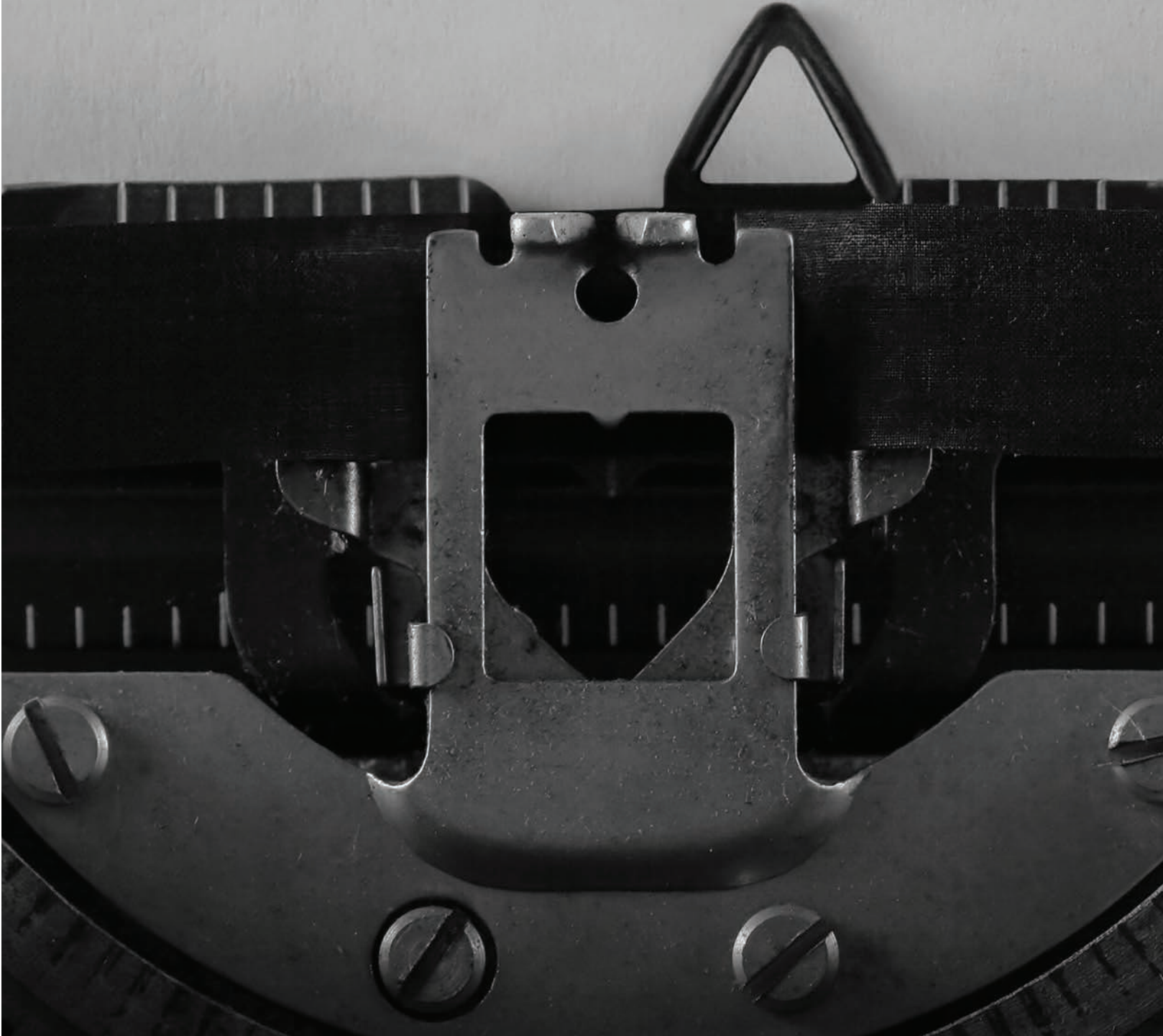
Stratten says that brands run the risk of losing their creativity when they try to force it upon non-creatives. "Creativity doesn't come on schedule or between the hours of 9 to 5."

Can creativity win over logic? Stratten does not think so. He also believes the two can coexist. "You have to match the metric with the mind, though. If someone is data-driven, show the data of what a creative thing accomplished."

As for Hayzlett's take? "I think it will be a tie. You need people who are creative to put forth new ideas and continue to evolve the business, but you also need people who are logical, with great attention to detail. It's the perfect yin and yang. Achieving that balance is the key to making an organization run smoothly."



Tell your story



WHY CUSTOMER EXPERIENCE WILL BE THE NEW FOCUS

BY KAISHA JANTSCH

Well, it turns out

Michael Scott, the often off-base character from the TV hit show, “The Office,” had it right all along. In terms of content creation, marketing experts agree: Business is always personal.

But it has not always been this way.

Joe Jackman says that content used to be more about function. Translation: It centered on product details like makeup, design, purpose and quality. Then, as consumers evolved, smart companies moved from functional content to experiential content. “Experiential content is anything surrounding the functional product,” says Jackman, founder and CEO of Jackman Reinvents and author of “The Reinventionist Mindset.”

This kind of content goes beyond basics

and ties brand values to products. In today’s market, it’s essential. Jackman says we are witnessing the birth of the values economy and that brands need to stand for things today. “Customers are saying, ‘I really want to be part of something that’s deeper than a transaction.’ They need to have the brands they buy have meaning for them.”

Personal care products brand, Dove, understands this. The brand has long established its functional value, along the way building a highly successful product. But its website does not talk up its products. Instead, it discusses women and men, beauty and gender, and confidence.

“The site is about engaging women,” Jackman says. “It’s setting a platform in place and letting its customers participate in dialogue [about values] and they buy more soap.”

Indeed, Dove’s homepage reads, “Welcome to Dove, the home of real beauty.” The welcome is followed by a blurb about how the brand strives to remove the anxiety surrounding beauty, as well as an article on its recent commitment to reduce plastic waste. Furthermore, the tabs at the top of the site provide links to the Dove “Self-Esteem Project,” which works to take on body dysmorphia, and “Dove Stories.”

The last part is critical. Why? Because stories matter today. John Livesay, the award-winning Conde Nast salesman and author of “Better Selling Through Storytelling,” says that nobody wants to be sold to anymore and get information pushed at them.

“Stories create an emotional connection,” Livesay says. “When people love a story, they share it with their friends and become your brand ambassadors.”

Once again, the Dove site solidifies that truth. Most of the stories under the story tab are user-generated, meaning customers engage with Dove’s branding, largely through hashtags on Twitter, and essentially promote Dove products just by sharing their everyday experiences, struggles and strengths with beauty.

Content like that stands out. “There is more noise and distractions than ever before,” Livesay says. “Experiential content with stories helps you break through the clutter and pull people in.”

LEAN ON ME

So, what are the stories people gravitate to? More than any other, people love original stories. Tell the story of your brand’s origins and you cannot go wrong. “Just as children ask their parents to tell them the story of how they met over and over again, consumers love to know how a brand started,” Livesay says.

The stories a brand tells also depend on the market it serves. Brand leaders should ask themselves what their target customers really care about emotionally, what’s important to them in their lives.

That’s what Jackman’s company did when it helped to reinvent US Foods. The brand was considered largely functional. But in paying closer attention to its market, Jackman discovered that all of the company’s customers shared a love for food.

“We realized that yes, US Foods is a distribution business,” Jackman says, “but fundamentally it is in service of people who love and live their lives to create great food.”

Thus, the term “food phenetics”—a user-driven content center—was born. “It was simply a place that [US Foods customers] could come and get inspired by one another, learn from one another, find out what was new and on trend,” says Jackman, who also has worked with brands like Duane Reed, Old Navy, Gap, Athleta, Dave and Busters, JCPenney and Walgreens. “It became this incredible community that still exists today.”

While “food phenetics” was produced for online and print, the channel companies use to share their experiential content can vary, depending on the market and need. One of the best approaches a brand can take to create experiential content is to ask its clients for stories and share them on social media. “When consumers see themselves in the stories your current clients tell, they want to go on that journey too,” Livesay says.

To solidify those efforts, social media can help with areas like data tracking. Take Domino’s Pizza, which uses data to track if customers order the same pizza every day at the same time so it can start the order before the customer finishes, which helps save time on delivery.



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— JOHN LIVESAY,
AUTHOR OF “BETTER SELLING
THROUGH STORYTELLING”



And while social media has its merits, Jackman says it is not a universal solution to sharing experiential content and triggering consumer conversations. He recommends options like digital content and custom print publications to complement social media campaigns.

Who are your customers? What do they care about? And how do they wish to consume the added value content that you as a brand are going to serve up? "Let the customers determine channels of communication," Jackman says.


The content can be managed by an internal, external, or hybrid team. "There's no right way to manage content," Jackman says, stressing again that companies should

do what works best for them.

No matter what approach a brand takes to managing content, it must ensure the content it produces is focused, aligned, consistent and experiential. "It's so easy to just generate stuff and content," Jackman says. "Even when you're outsourcing, you don't want to outsource the soul of the brand."

And in the end, having a soul sells.

"Storytelling is in our DNA," Livesay says. "The format and platform might evolve, but the strategy will always work when your content is authentic and has an emotional connection."

It will always work as long as business is personal. 

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— JOE JACKMAN,
JACKMAN REINVENTS

TACTICS



RIDE THE CONTENT TRAIN

STUDY SHOWS WHY STRATEGICALLY FOLLOWING YOUR STRATEGY MATTERS

Just how important is content to building a brand's community? According to the "B2B Content Marketing 2020: Benchmarks, Budgets, and Trends—North America report," by MarketProfs and Sitecore, 68% of marketers say they have successfully used content to nurture subscribers, audiences and leads. Here's a look at the most important concepts they take into account when creating content for their brands (and why the strategies should matter to you, too):

86% Fact check content to ensure accuracy

60% Prioritize the audience's informational needs over sales/promotional messages

50% Craft content based on specific stages of the customer journey



THE NUMBERS GAME

MASTERING THE WORLD OF DATA-DRIVEN CONTENT CREATION

If you are going to do content marketing, you better do it right. According to Core DNA's "Content Marketing Trends 2020," that means aiming your content strategy at providing intentional and specific value to a specific audience. So, how are brands determining what value to provide their audiences? Did you say data? Getting into the data-driven content creation game is serious business—and something you need to master. Here, Core DNA gives you some tools for your belt:

NO. 1 — Adopt a data-driven mindset throughout your marketing team and organization as a whole.

NO. 2 — Ensure you are focusing on the right data—the data that matters to your bottom line.

NO. 3 — To differentiate between metrics that matter and vanity metrics, you will need to do a bit of reverse-engineering. That means evaluating past successful content marketing initiatives and identifying the KPIs that typically precede financial gains. Next, determine what it was about this content or campaign that led to these numbers and follow that blueprint.

SEE THE INBOX, BE THE INBOX

YOUR 5-POINT PLAN TO DIRECT MAIL SUCCESS

DIRECT MAIL WORKS. Think about it. In today's oversaturated digital landscape, are people really reading your digital direct marketing pieces? We'll wait. Okay, now printed pieces. That's a whole different ballgame. Sending a personalized piece in the mail is going to get attention—and always has. Here, Hallmark Business Connections and the Content Marketing Institute offer five ways you can make your direct mail campaign work.

1. CREATE A SEAMLESS OMNICHANNEL EXPERIENCE

Two channels, working together, as one. That is the plan to capturing your audience's attention—combine the digital and print strategies.

2. EXPLORE THE THIRD DIMENSION

Direct mail offers the third dimension for your marketing strategy. Cool, right? Having that option (think non-flat pieces like boxes and tubes) enables you to get creative.

3. CONSIDER WHAT MATTERS TO YOUR AUDIENCE

Don't just focus on the type of direct mail to send; think about the message you want to deliver. Conceive messages

by asking what's most important to your audience.

4. CRAFT A MESSAGE WITH A PURPOSE

Select a call to action that captures your audience's attention and helps them deliver the insights, advice and inspiration you need.

5. USE DIGITAL CHANNELS AS YOUR TESTING GROUND

Digital is the optimal testing ground for direct mail content, allowing you to see what works for your audience, and then optimizing it. Channels allow you to conduct A/B tests and study metrics in real time, allowing you to optimize your content for your audience.

The first stage is the deepest

If you are going to connect with your audience, you better make it count. That is why the content you select for the Top of the Funnel—the Awareness Stage—is so critical. This is where you build brand awareness and drive website traffic. To help you hone in on the strategy, UTM.IO's "B2B Content Marketing Funnel" guide helps break down the pieces:



HOW TO WIN CUSTOMERS AT THE TOP OF THE FUNNEL

THE AWARENESS STAGE:

- ▶ Attract and educate the audience with content about relevant topics in your industry
- ▶ Create and drive web traffic



Types of Content

- ▶ Industry updates and trends
- ▶ Explanations of a certain issue
- ▶ Solutions to a specific pain point
- ▶ Explanations of product/service features

Best Content Formats

- ▶ Blog posts/articles
- ▶ Infographics
- ▶ White papers/educational guides/e-books
- ▶ Guest posts
- ▶ Social media posts
- ▶ Videos

QA

What is Go-Giver Influence?

To answer that, let's define the term "Go-Giver," which is a person who understands that shifting his focus from "getting" to "giving" is not only a better way to do business, but also the most effective and profitable way. The most important part is moving from an "I" focus to an "other" focus. In his book "How to Win Friends and Influence People," Dale Carnegie said, "Ultimately, people do things for 'their' reasons, not 'our' reasons." A Go-Giver Influencer utilizes the "other" focus. You question yourself to be sure that focus is correct. For example, how does what you ask this person to do align with "their" values, wants, needs and desires? How does what you want this other person to do align with "their" values? How will this solve "their" problems? How will it make "their" life better?

What are the keys to bridging differences today?

There are a number of them, including:

Mastering your emotions

It is only when we are in control of our own emotions that we are in a position to take a potentially difficult person or situation and turn it into a win for everyone involved.

Stepping into the other person's shoes

Understand that we can never know what another person is thinking. We might think we do, but we do not. We will not until we are willing to ask questions and listen to their thoughts and feelings.

Setting the proper frame

This is the foundation from which everything occurs, so be sure and set a frame of collaboration and mutual benefit.

Communicating with tact and empathy

Tact is "the language of strength." It is a way of communicating an idea that ordinarily would not be accepted, doing so in a way that not only is the person not defensive and resistant to your ideas, but is open to what you have to say.

ON THE RECORD WITH BOB BURG

SALES THOUGHT LEADER BOB BURG ON WHY IT IS BETTER TO GIVE THAN RECEIVE

In their bestselling book "The Go-Giver: A Little Story About a Powerful Business Idea," Bob Burg and John David Mann use a fictional story to drive home the point that giving more nets more in return.

Centered on five guiding principles (Value, Compensation, Influence, Authenticity and Receptivity), the book is not about money or success. Instead, it focuses on what you can provide others. It is a premise that Burg, a highly sought-after sales leader, speaker and author, is passionately poised to deliver to the masses. We sat down with the Speakers Hall-of-Fame inductee to get his thoughts on why being a Go-Giver leads to ultimate success.



negotiation, you can focus on helping them get what they want in a way you can get what you want, too.

Are we just too far gone today? Can we get our empathy back on track?

I would hate to think that we are too far gone, but we are certainly off track at this point. It is up to each of us to do our best to influence correctly and set an example. Hopefully, little by little it will take hold. I think people have to remember that tact and empathy are not the same as compromise. We can speak tactfully, kindly and respectfully to others without compromising our values.

Why is real communication critical?

Because it means both sides are speaking in such a way that the other person correctly understands what he means, and is listening in such a way that he understands what the other means. If either of these are not taking place, you do not have real or true communication. When all parties communicate with the right mindset, there is respect for what is being said. If we can open up our minds and hearts enough, it will lead to a win/win for everyone.

Letting go of having to be right

This does not mean you do not want to be right. It means you let go of your "attachment" to such an ideal. You should have a more open mind to learn.

Are there guidelines we can follow to help settle disputes and de-fang conflicts?

This is where the questions we discussed earlier come into play. We must examine the situation from their perspective, which is why it's so important to not only ask questions, but listen. Then, if in a

The Go-Giver Edict

For more information on Bob Burg, visit burg.com. You can follow him on Twitter @BobBurg and on LinkedIn at [LinkedIn.com/in/bobburg](https://www.linkedin.com/in/bobburg).

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