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ENGAGING MARKETING MINDS

JANUARY/FEBRUARY 2023



TRUSTING YOUR GUT

MARKETERS FIND DIRECTION IN INTUITION



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A GOOD TIME

GREAT BRANDS INVEST IN DOWNTURNS

General Motors, Procter & Gamble, and Camel cigarettes all came to prominence around 1935. In 1929, however, they were either unknown or lagging brands. What they shared in common was the way they attacked an economic downturn with a relentless investment in marketing. As a result of their willingness to spend while the bigger brands retreated, all three companies became household brands and case study legends.

Regardless of the economic forecast for 2023, businesses will be carefully evaluating budgets across departments—and marketing is no exception. When it comes to budgeting for next year, it's crucial for marketing professionals to take careful stock of their current initiatives and priorities and not make rash decisions. Companies that invest smartly and consistently during economic downturns will gain a competitive advantage.

According to Vijay Govindarajan and Anup Srivastava (*Harvard Business Review*, How Companies Should Invest in a Downturn, June 17, 2022), the current economic landscape offers unique opportunities to judiciously invest in the future. The authors believe smart marketers will need to focus on having a robust strategy and segment their markets during confusing times. In addition, they argue that if the economy does turn downward, the smartest organizations will recognize it as a time to invest and acquire resources.

As any good marketer knows, you simply cannot cut your way to prosperity. While others may recede, great brands endear themselves to their communities by investing in their collective future. History has shown us time and again that downturns tend to be short-lived and followed by long periods of expansion. The winners that emerge during these challenging times are those that capitalize on the opportunity.

Marketing during a period of economic uncertainty may seem daunting. However, with the right strategy in place, a deep understanding of your buyer's journey, ongoing measurement, and a fair amount of grit, marketing professionals can execute campaigns that drive value for the business. Whether the economy grows, shrinks, or remains flat, the time for marketing is now.

The timing of our latest issue is good, too. Our cover story, "Trusting Your Gut," highlights how budgeting is more difficult when the future is unclear. The article provides a look into how marketers are planning to use their budgets, along with advice on some unique avenues to spend money. In our second feature, "Smart Money," we remind you how to find direction with intuition. Data is great, but it is a good time to re-engage our intuition.

Enjoy and warmest regards,

Gina M. Danner, CEO



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you can...*

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Publisher

Gina M. Danner

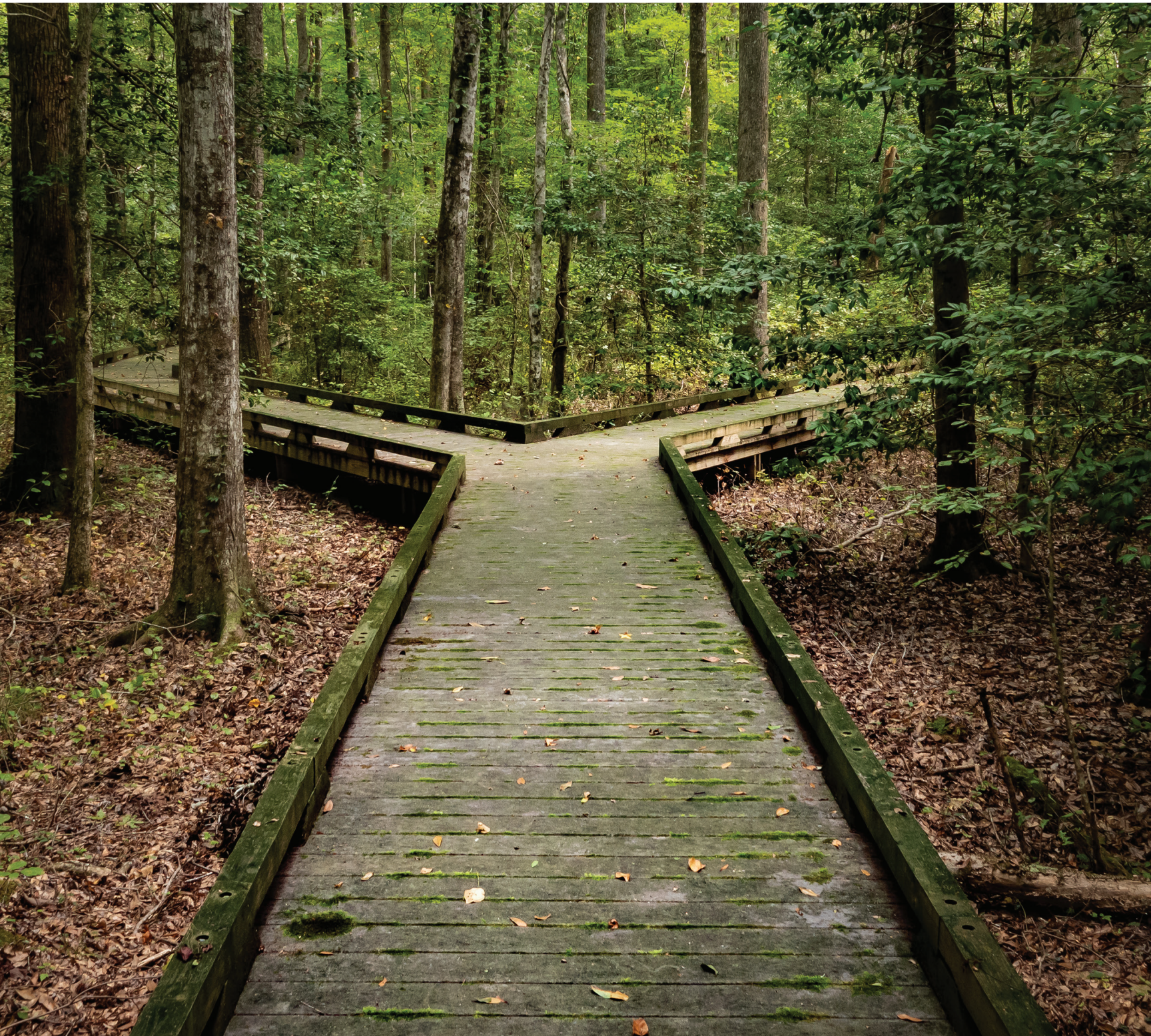
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TRUSTING



YOUR GUT

Marketers
Find
Direction
in Intuition

Intuition played an important role in the most successful marketing campaigns Kim-Adele Randall ever produced. The data had suggested that her company, Kim-Adele Ltd. (Authentic Achievements), should target a specific demographic. But after painstakingly reviewing everything, Randall's gut said she should consider complementing the campaign by reaching out to a broader audience.

Against the advice of her team, the renowned master coach, international bestselling author and keynote speaker decided to take a chance and focus on a more general approach. The gamble paid off. The campaign ended up being a huge success. In retrospect, Randall believes the reason the campaign worked was because it resonated with people on a personal level. "We all want to feel like we're being seen and understood, and that's what this campaign did. It showed that we were paying attention to the little details, and that made all the difference."

And there was another factor that Randall says played an important part in the campaign's success. While the data squarely pointed to a direction that was not incorrect, there was more to making the decision than just numbers. "Anyone in marketing will tell you that data is critical—that you need to know who your target audience is, what



THERE IS MORE TO MARKETING THAN JUST NUMBERS. INTUITION ALLOWS US TO TAP INTO OUR CREATIVITY AND COME UP WITH TRULY INNOVATIVE IDEAS."

— KIM-ADELE RANDALL, CEO, AUTHENTIC ACHIEVEMENTS

they're interested in, and how they prefer to consume information. But data can only take you so far. At some point, you need to trust your intuition and go with your gut."

The translation, if you need one, is that there is no substitute for experience. The more you're exposed to different marketing strategies and tactics, the better you will be at understanding what works and what doesn't. Oftentimes, the best way to achieve success is to experiment and see what happens. If something isn't working, don't be afraid to pivot and try something new.

Ultimately, the goal is to tell a compelling story that resonates with your audience. For example, consider a scenario where two brands are going after the same customer segment. Brand A has extensive data on this segment and knows exactly what it wants. Brand B, on the other hand, does not have as much data, but relies heavily on intuition.

Which brand do you think is more likely to succeed?

Randall believes the ideal marketing strategy requires a healthy mix of data-driven analysis and good old-fashioned

gut instinct. "I believe intuition is one of the most important aspects of marketing and is definitely undervalued today. In a world where data consumes us, it is easy to rely on numbers and analytics to make decisions. But there is more to marketing than just numbers. Intuition allows us to tap into our creativity and come up with truly innovative ideas. It also allows us to connect with our customers on a deeper level. I believe intuition should be valued more highly in marketing. It can be the difference between success and failure." ■



Follow Your Intuition

IF YOU THINK IT, YOU CAN...

During one of the hottest Julys in the history of New York City, the Midea brand, which is headquartered in China and was looking to break into the U.S. market, reached out to the Pereira O'Dell agency for help. Midea wanted to use creative ways to introduce New Yorkers to its air conditioning units, specifically the Midea U model, which is designed to have a window sill close over it.

Knowing New Yorkers' penchant for escaping the heat via movie theaters, the Pereira team conceived an idea that was a bit out there, even for out there marketing campaigns—a 90-minute film starring the air conditioning. One shot. 90 minutes. Nothing

else, except for free popcorn and soda. Could it work? Was it worth a shot? Moviegoers lined up in droves.

Robin Landa, Distinguished Professor at Kean University and a globally recognized ideation expert, says the film, "A 90-Minute Film of an Air Conditioner," is what happens when intuition takes control of the wheel. "Business people might distrust intuition or creativity since it's not backed by facts until it is produced and they see results. But if you have a good creative team, you trust them. Having an education in critical and creative thinking is the foundation of intuition because you're basing an opinion or thought on knowledge."

Landa, known as a creativity guru, is widely respected for her views on branding, advertising, ideation, creativity and design. She also is the author of several bestselling books, including "Strategic Creativity: A Business Field Guide to Advertising, Branding, and Design." She believes that while intelligently deploying customer and consumer data is important, especially as Artificial Intelligence (AI) plays a greater role, the role of a marketer's or creative's intuition based on education, experience and strategic creativity cannot be discounted.

"If you think about some of the greatest recent marketing successes, such as 'Fearless Girl' (McCann NY for State Street Global Advisors), Burger King's 'Whopper Detour' (FCB NY for Burger King), the Crane paper rebrand (Collins for Crane) or 'Ageless' (created by BETC, Lacoste's recent print and commercial campaign), it was strategic creative thinking that landed results," Landa says. "Trusting one's intuition means you're good at certain things, such as pattern recognition, metaphors, having insights into audiences and brands, and being able to deliberate on your thinking."

One of the allies Landa believes marketers can use more of is print. "Paper provides an opportunity for people's tactile sense to be engaged, activating different parts of the brain. The various textures of paper also can provide a stimulating experience. Touch is one ongoing way we experience our environment. At a time when we're all consumed with technology, print allows for a different experience."

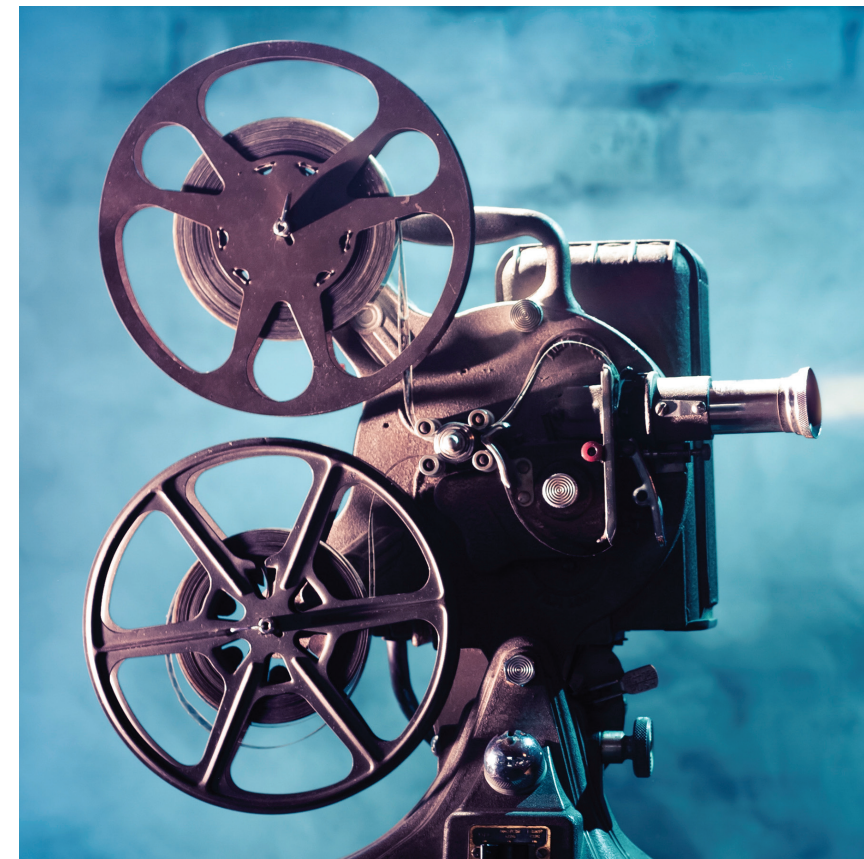
Randall says too many marketers underestimate the power of print, especially in a time where everyone is continually bombarded with digital media. Print's ability to allow people to hold something in their hands and connect with it cannot be

"BUSINESS PEOPLE MIGHT DISTRUST INTUITION OR CREATIVITY SINCE IT'S NOT BACKED BY FACTS UNTIL IT IS PRODUCED AND THEY SEE RESULTS. BUT IF YOU HAVE A GOOD CREATIVE TEAM, YOU TRUST THEM."

— ROBIN LANDA, DISTINGUISHED PROFESSOR, KEAN UNIVERSITY

discounted from an intuitive point of view. "This makes print an invaluable tool for engagement. It can tell a story in a way that is compelling and authentic, creating a connection that is both powerful and long-lasting."

In the end, it all comes down to what your gut tells you. Not being afraid to trust your instincts while poring through the data is a winning formula that cannot be discounted. ■



\$SMART MONEY

WISE BUDGETING MATTERS DURING UNCERTAINTY

ALI KRAUS REMEMBERS WORKING ON A MARKETING

campaign with a Benetrends Financial Inc.'s franchisor where they were spending thousands of dollars every month on Google Pay Per Click advertising. While the small business lending solutions provider was getting leads, they were in markets that Benetrends, which offers an array of funding vehicles for entrepreneurs, was just not ready to focus on.

Instead of allowing Google to "eat-up" all its dollars in those markets, Kraus, Benetrends' VP of Marketing, designed landing pages specific to seven territories/states. The landing pages also were where the company was able to push its ads. The new direction began speaking directly to the people living in those states. Once Kraus and her team were able to drill down into the state level, their Google spend decreased and

they began to see more qualified leads in the areas they were franchising in. It took time to build landing pages, but in the end, Kraus says it was worth the spend on the web development in exchange for less spend on national Google ads.

These are the kinds of initiatives and campaigns marketing professionals confront on a daily basis. Today's marketing landscape is becoming more and more complex, as brands continue to do what they can to thoughtfully deploy assets across the spectrum—distributing resources among the spectrum—distributing resources among traditional vehicles like print and direct marketing, social and digital marketing channels.



I THINK ALL MARKETERS SHOULD FOCUS ON WHAT'S WORKING AND ASK THEMSELVES WHERE THEY ARE GENERATING THE MOST LEADS."

— JORDAN LINTZ, CMO, HIGHKEY ENTERPRISES





“Hold on to your current customers and nurture them,” Kraus says. “Don’t stop marketing—especially to your current client base. Now, more than ever, it’s important to spend time and resources on connecting and engaging with your current clients to continue to build brand loyalty during difficult times. Heading into a (possible) recession doesn’t mean you stop marketing. In fact, it should be quite the opposite. Keep going, keep pushing, keep your brand loyal to its customers. The best thing we can do is be price sensitive, rethink and evaluate our marketing plans, but keep consistency.”

In a time when marketing is key to keeping a brand front and center in what can be a noisy communications

landscape, marketers must indeed stay vigilant—if not aggressive—in their pursuits. Successful brands are the ones that are allocating the bulk of their resources in three key areas: brand strategy, campaign development and operations. The most successful examples appear to be the ones that balance out these three resources.

According to Gartner’s “2022 CMO Spend and Strategy Survey,” marketing budgets increased over 3% to reach almost 10% of overall company revenue year over year. The report shows that today’s marketing firms are back to pre-pandemic levels, with 70% saying they increased their budgets in 2022.

This year, Paige Black Marketing in Denver recently worked with a mid-

range metal manufacturing company with a regional presence. The company was looking for a higher return on its current lead-generation efforts, budgeting a \$75,000 spend for website redesign, content marketing and a 12-month Google AdWords engagement. In the next calendar year, it secured an additional \$1.5 million in sales, directly attributed to the campaign’s success.

Still, Mike Black, Paige Black’s CEO, says that it remains unclear if there will be a downturn in early 2023. With that in mind, marketers who are prepared to spend should be bold in their approach, measure carefully and be ready to change again as the business environment evolves. “In terms of budgets today, there are some real opportunities for the companies with adequate resources or cash on hand. Competition is down. Google and Facebook have missed their earnings, which means spend is down. Because advertising spend is down, companies in a good cash position are able to get a better return due to the less competitive environment.”

“NOW, MORE THAN EVER, IT’S IMPORTANT TO SPEND TIME AND RESOURCES ON CONNECTING AND ENGAGING WITH YOUR CURRENT CLIENTS TO CONTINUE TO BUILD BRAND LOYALTY DURING DIFFICULT TIMES.”

— ALI KRAUS, VP OF MARKETING, BENETRENDS FINANCIAL

WINDING WITH THE ROAD AHEAD

There’s a lot to look forward to in 2023. Gartner’s “2022 CMO Spend and Strategy Survey” shows that CMOs will continue to move from digital-first to hybrid multichannel strategies. In 2022, online channels made up 56% of marketing budgets, with offline channels accounting for 44% of available budgets. This is a more equal split than in previous years.

On the other side, social advertising is the most popular digital spending category, closely followed by digital display and paid search. Gartner reports that marketers will continue to choose social advertising as a viable option because it offers highly targeted messages on a large scale.

But, as a new year and new challenges must always be accounted for, some brands will eye trimming their marketing dollars. More importantly, most will reduce spending on marketing strategies that don’t lead to direct results or leads. In other words, if the ROI isn’t positive, they will cut spending on these strategies to focus on the marketing strategies that work.

Jordan Lintz, CMO for digital marketing firm HighKey Enterprises, says that is just how the landscape will play out for now. “I think all marketers should focus on what’s working and ask themselves where they are generating the most leads. Whether that is spending money getting leads through Facebook or through email marketing, keep spending money on what’s working and reduce or cut your budget on what’s not.”

One of the key areas Lintz believes marketers should consider leaning into is content and content distribution. He recommends finding a strong content manager with a good track record to manage content creation and social media accounts. “Celebrity branding is an area that is growing. It is a great time for brands to align themselves with celebrities to become more profitable.”

HighKey Enterprises continues to make a big push on celebrity branding, and expects the long-term crush to pay off. “Celebrity branding continues to remain one of the best ways to increase a brand’s awareness in the modern world. I firmly believe this will continue to be the case in the years ahead.”

Along with traditional vehicles such as print and direct mail, mediums like video—YouTube, TikTok, Reels on Instagram, etc.—continue to become more important and budget friendly. And there’s also a simpler way. For example, bolstering your SEO by updating your website. Posting blogs—and frequently—is a cost efficient and effective—way to stay marketing strong.

“Stay top of mind, provide educational content and find a cadence to your posting,” Benetrends’ Kraus says. “Be sure your blog posts and content are relevant to what people are

searching. Start by searching your brand’s name on Google, looking at the frequently searched questions and then finding a way to answer those questions on your page through relevant topics and articles.”

When the preplanning phase winds down, marketing professionals will decide the dollar and sense-driven marketing changes that must be made, evaluating and re-evaluating what works in the long-term goal of their brand.

And the race is on. ■



TACTICS

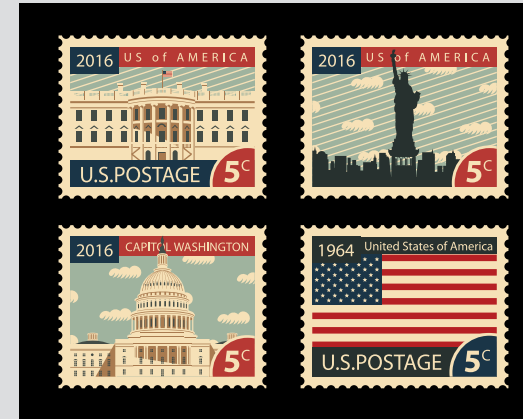
THE VALUE OF BRAND TRACKING

- 79% → The percentage of executives who see positive ROI from brand tracking.
- 4/5 → Nearly 4 out of 5 executives say brand measurement has a positive impact on their company's top and bottom lines.
- 73% → The percentage of executives who report brand tracking metrics have a positive impact on their business decisions.

THE TOP BUSINESS GOALS SUPPORTED BY BRAND TRACKING DATA

- 49% → INCREASE CUSTOMER SATISFACTION
- 48% → STRENGTHEN MARKET AND COMPETITIVE POSITIONING
- 43% → TRACK THE SUCCESS OF EXISTING PRODUCTS

Source: Hanover Research



THE MOMENT

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- 98% of consumers bring in their mail the day it's delivered.
- Of these, 72% bring it in as soon as possible.
- 77% sort through their mail immediately.

MAIL TAKES YOU TO THE PERSON IN CHARGE.

- 90% determine which mail is kept for review.
- 81% review financial documents.
- 84% are the principal grocery shoppers.

MAIL BOASTS A LOYAL READERSHIP.

- Consumers spend an average of 30 minutes reading their mail on any given occasion.
- They spend 45 minutes with magazines, 30 minutes with catalogs and 25 minutes with direct mail.

USEFUL MAIL PERFORMS DISTINCT TASKS.

- Browsing for new consumption.
- Managing the home.
- Overseeing finances.

Source: usps.com/dminfo

NO PAY, NO GAIN

WORKERS' DISSATISFACTION IN THE WORKPLACE

During the Great Resignation workers left their companies in droves. Understanding why can help you keep them happy and reduce the cost of turnover. The "People at Work 2022: A Global Workforce View" report explores the current work world and what employees expect from the workplace of the future. ADP Research Institute® surveyed 32,924 workers in 17 countries around the world to see why employees are not satisfied:

- 49% → INCREASED RESPONSIBILITY WITH NO EXTRA PAY
- 46% → LACK OF PROGRESSION
- 41% → RECEIVING FEWER BENEFITS THAN EXPECTED



“The individual who wants to reach the top in business must appreciate the might of force and habit. He must be quick to break those habits that can break him—hasten to adopt those practices that will become the habits that help him achieve the success he desires”

- J. Paul Getty

QA

As a professional coach, what are some of the biggest challenges you are seeing for businesspeople in today's landscape?

Some of the biggest challenges I think that business leaders are grappling with in today's landscape are mainly in two categories: External and Internal.

External: Gone are the days of putting business on autopilot. Fluctuating economy and changing market structures are some of the top challenges business leaders are facing today. Strategies that worked a few years ago are no longer effective. Previous success in no way guarantees future success. Businesspeople are challenged with a constant need to innovate or pivot to maintain their competitive advantage.

Internal: Considering the Great Resignation trend that began post pandemic, recruiting and retaining high performing employees has become a real challenge. Many employees are rethinking their values and reasons for working since the pandemic disrupted the old way of work. Business leaders are now faced with the challenge of aligning their businesses with the unique needs of their workers to retain them.

Can you share why personal growth and professional success are so intricately connected?

Personal growth and professional success are two sides of the same coin. Most successful people are dedicated to their personal growth.

Personal development is about a commitment to continual learning and development. When an individual is growing and improving, the ripple effect of this will be reflected in professional success. It is my firm belief

GROWTH IS PERSONAL.
INSIGHT FROM RENOWNED SPEAKER
AND CORPORATE COACH

GRACE SAMSON-SONG

Grace Samson-Song is a certified executive coach, facilitator, and trainer. She is the Founder of The Maximize Group. She has worked for over a decade as a motivational speaker and corporate trainer in retail and hotel industries before becoming a professional coach. Grace is also the creator of the PIN Code Program. She is passionate about helping others navigate personal and professional transitions.



that “business is personal.” When you are committed to becoming the best version of yourself, you will invariably experience tremendous professional success because “who you are affects what you do.”

Your ability to grow personally is directly linked to your business success.

What is your hope for those that are spiritually minded who find themselves in personal or professional transition?

For the spiritually minded who find themselves in some form of personal or professional transition, my hope is that they will do the necessary work required to navigate the transition in a courageous way.

One way to do this is to anchor one's



mindset with empowering core beliefs. One belief that I personally find useful is to embrace the idea that all things work together for good—even the unpleasant experiences.

Another core belief is that the ultimate purpose of life is growth, not merely comfort. Sometimes growth comes disguised as a challenging transition. This is easier said than done. At the end of the day, every transition when fully embraced can result in a profound personal transformation and self-actualization.

Can you tell us about the PIN Code program and who it fits?

I created the PIN Code to help those in transition. The PIN Code program is a life-decoding coaching course that helps you make sense of the random puzzle pieces in your life. It is designed to help you assemble those pieces so that you can courageously move on to the next season in your life and career.

The program will help you synthesize your past and present life experiences in a way that makes sense. You will be able discern what is holding you back and decode the critical elements that are essential to your moving forward.

One of the main outcomes that participants of the PIN Code program frequently acknowledge is a profound sense of CLARITY.

It seems like a great many people are in transition. Can you share some thought on what that means?

In the coaching industry (which is my field of work), research has confirmed what I have intuitively observed; personal transitions are rapidly on the rise. The way I see it, the whole world is in transition. As such, many people are actively feeling these forces of change in their personal lives as well.

There are generally two kinds of transitions: Planned Transitions and Unplanned Transitions. The first kind is when you are proactive in changing your life, such as the decision to enroll in a Ph.D., while the latter is when life happens, and you find yourself in a place of personal

disruption such as bankruptcy.

In the past two years, unplanned transitions have accelerated due to many volatile factors that have impacted us in unprecedented ways. Today, it is vital to find the right perspective, structure, and support in the times that we are living in, so that one doesn't get buried under the avalanche of life and business disruptions.

What advice do you have for people navigating transitions?

My advice will be two-fold: Have the right mindset and seek support.

Change is not always easy, especially in one's professional life. My advice for those currently navigating transitions is to hold a mental picture of a tunnel.

Remember that tunnels are built to serve as a passage, not a place. You may be feeling stuck, but remind yourself that your circumstances are not permanent.

I also would encourage you to seek support and resources to fortify you as you navigate the tunnel of transition. Look for inspiring examples of those who have navigated a similar transition as yours and learn from them. There are many coaches who are trained to help those in transition. That might be an option if you need to be challenged and motivated to stay the course.

No matter how dark, scary, or overwhelming your transition tunnel is, you will come out at the other side. Keep taking baby steps to move forward.



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