

# connect

ENGAGING MARKETING MINDS

MARCH/APRIL 2023



# INFLUENCER MARKETING

THE **SPARK** THAT MATTERS



# Make Your Direct Mail **STAND OUT** with a Shape-Cut Envelope



- Create a Custom Shape
- Closed Face or Window Envelopes
- No Extra Cost to Mail
- Imprint on Preprinted Envelopes
- Multiple Envelope Sizes and Shapes Available

Call **866.938.3607**, or visit [goNextPage.com/ShapeCutEnvelopes](https://goNextPage.com/ShapeCutEnvelopes) for more information.  
Visit [nxtpg.co/shape-cut](https://nxtpg.co/shape-cut) to download a **FREE** Shape-Cut Envelope eKit.

## WONDER

**S**ometimes it seems like the days of wonder have passed us by. It is not far fetched to think that our imagination is buried under a constant barrage of TikTok videos and Google searches. It often feels like much of our collective memories are being scripted for us.

Imagination and wonder are unique to humans and provide a bedrock for progress. Picture a couple of young kids skipping rocks on a pond and looking at the horizon with big questions in their minds. With hope in their hearts, the possibilities of their dreams are boundless.

We need to return to a time where we pull our heads up from the device and connect with the world around us. In fact, we submit that the best marketers in the world still have the sense to see things in their minds, engage on a more personal level with others, and dare to dream.

As we step into the new year, it's a time to reflect on the opportunities that lie ahead. Just as a new horizon represents limitless potential, the start of a new year brings with it the chance to approach our work with a fresh perspective.

In the business world, there has never been a more exciting time to be a marketer. The rapid pace of technological change has opened up a world of new possibilities for how we connect with customers and drive business growth. At the same time, the increasing importance of sustainability and social responsibility has created new opportunities for marketers to drive positive change in the world.

In this new year, let's embrace the fresh perspective that it brings and explore the exciting opportunities that exist for marketing in the current business environment. Whether we're leveraging the latest technology to reach customers in new ways or using our skills to drive positive change in the world, there has never been a better time to be a marketer.

Enjoy this issue as we hope it stimulates your imagination and encourages some dreams of your own. Our cover story, "Influencer Marketing," discusses how influencer marketing can be a tangible way to engage. And our second feature, "Chain Reactions," provides some great ideas for marketing supply chain.

Here's to a successful and impactful new year.

Best regards,

**Gina M. Danner**  
CEO



02	Feature	Chain Reactions
06	Cover Story	Influencer Marketing
10	Tactics	Strategies You Can Use
12	Q&A with	Abu Noaman

## connect

**Publisher**  
Gina M. Danner

**Design Editor**  
Jennifer A. Ulm

Connect is published bi-monthly  
by NextPage® 8300 NE Underground Drive,  
Pillar 122, Kansas City, MO 64161.  
©2022. All rights reserved.

For more information, contact us at  
866.938.3607 or visit [goNextPage.com](https://goNextPage.com).



**B**rian Fitzpatrick remembers a time, not that long ago, where you had to wait a couple of weeks or months to figure out if a marketing campaign was working or not. The big indicator was whether your sales were up or down. Today, the indicators—whether response rates are working, where buyers are coming from, what your consumers are interested in, whether they are even responding—all happen on an hourly basis.

To keep up with it all—an extraordinary effort in itself—takes vigilance. As founder and CEO of Qredible, a cloud-based platform that provides transparency, integration and quality in the cannabis market supply chain, Fitzpatrick works in an industry fraught with competition and compliance. The key is for a brand to arm itself with effective communication strategies—a blueprint he says is essential in the process of seeking marketing campaign resources.

Outside of digital marketing, marketers must find ways to promote through traditional channels, such as in-person events and other types of experiential marketing. In addition, they must find the right balance between online and offline marketing efforts while steering clear of regulatory and platform restrictions.

Fitzpatrick says the process starts with clearly defining your campaign objectives and target audience. Any successful marketing campaign begins with proper preparation with respect to defining your target audience and the messaging that resonates with them. For example, Qredible does this as a whiteboard exercise with the executive team to ensure everybody understands and can articulate the key value drivers of its products and who it is they are targeting.

This includes the advantages of the product (what the brand could do today that it could not do yesterday) and the benefits (the key overarching value of using the

product). Next, define the competitive distinction of why the product should be used over another. “The whiteboard exercise is not only important to communicate to your marketing supply chain, but also to ensure it is well understood by the entire company,” Fitzpatrick says. “This requires effective communication among the marketing team and other stakeholders within the organization.”

Another important aspect to supply chain management is identifying the right resources and accountability. Once the campaign objectives and target audience are clear, the marketing team can identify the resources needed to execute the campaign. This may involve communication with various internal and external stakeholders, including suppliers, vendors and agency partners. This is the team to “get it done,” which means all members must understand their roles and responsibility in making it happen.

To help streamline the process, Qredible utilizes a project management platform to ensure the marketing campaign and all the tactical items and responsibilities are tracked and managed. This enables the company,

“**COMMUNICATION IS VERY IMPORTANT, BUT COMMUNICATING WITH AN ACTUAL HUMAN IS EVEN MORE IMPORTANT. PEOPLE WANT TO FEEL LIKE THEY ARE TALKING TO SOMEONE AND NOT A BOT.**”

— **ANDY TREYS**, CO-FOUNDER, MUSCLE LAB

through the project manager, to effectively communicate status and ensure that everything runs smoothly. This includes keeping all stakeholders informed about progress, addressing any issues that arise, and making adjustments as the data suggests.

“Effective communication is critical for the success of any marketing campaign,” Fitzpatrick says. “By ensuring clear and effective communication throughout the process of sourcing marketing campaign resources, you can increase the chances of success and build stronger relationships with their customers and other stakeholders.”

Andy Treys, the mastermind behind Muscle Lab, Cereal Club, Accommodations and KB24 NFT, also agrees. The serial entrepreneur says that, in the end, your supply chain comes down to how and how often you communicate with all parties involved.

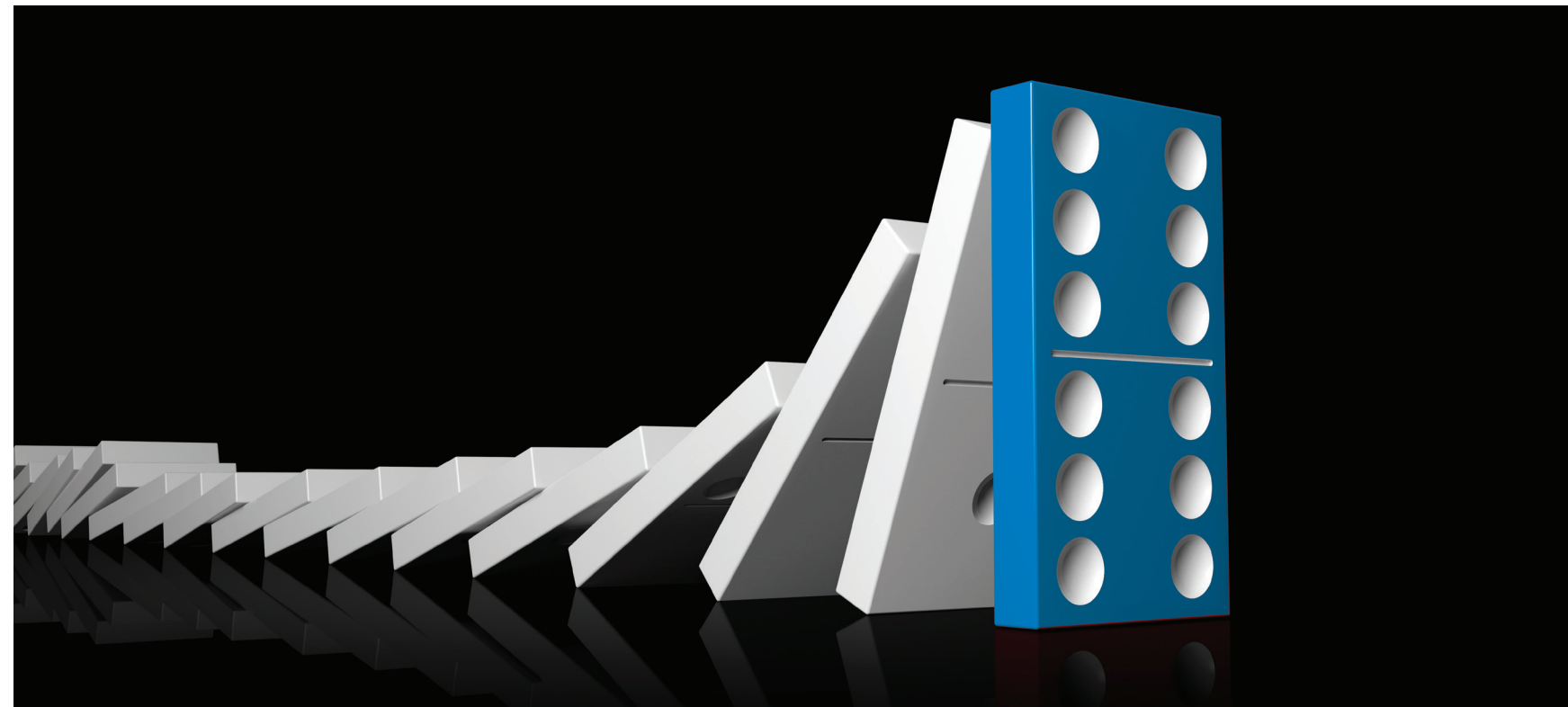
The communications strategy between marketing supply chain vendors is critical to the success of how Muscle Lab speaks to its community. The Pasadena, California, muscle recovery and wellness lounge is the epicenter for IV therapy, cryotherapy, infrared, cupping and stretch therapy, and more. Positioned as the “Soho House” of recovery, the center is a frequent stop for scores of celebrities, platinum artists and professional athletes—all of whom depend on the resources and data the center provides.

“Communication is very important, but communicating with an actual human is even more important,” says Treys, who also is the brainchild of GetMeFamous—a social media agency with more than 300 million followers. “People want to feel like they are talking to someone and not a bot. We have created an experience to communicate. ■

# Q&A

## REACTIONS

GREAT IDEAS FOR MARKETING SUPPLY







# 4 WAYS TO MAINTAIN YOUR MARKETING SUPPLY CHAIN FLOW

TO HELP MAINTAIN A HEALTHY AND PRODUCTIVE RELATIONSHIP WITH YOUR MARKETING SUPPLY CHAIN PARTNERS, HERE ARE SOME RECOMMENDATIONS YOU CAN APPLY:

**1. Clearly Communicate Your Needs and Expectations**

As a leader, it is important to be involved up front with the orientation of each new marketing supplier. It is critical they understand clearly and believe passionately in the vision and mission of your product. They also must clearly understand the needs and expectations relative to their performance.

**2. The Respect Factor**

Your suppliers are an extension of your team. The foundation of your relationship must be rooted in mutual respect for everyone. Respect is a key component of building a healthy relationship with a supplier. That includes being punctual to meetings and respecting their time, paying in a timely manner and acknowledging their contribution to your business.

**3. Foster Open and Honest Communication**

If you performed your due diligence correctly, you hired a supplier because of what they can do. As such, listen to them, create an environment of humility and openness, and be honest and open. Allowing open and honest feedback will in turn enable open and honest communication to them. Both parties should feel they can be up front about any issues or concerns and ways to find solutions.

**4. Collaboration, Creativity & Teamwork**

These are essential building blocks for establishing a healthy relationship. Working together, sharing ideas and being open to breaking conventional wisdom creates more effective marketing campaigns and achieves better results. Creativity is a key driver to innovation; you should want that in your suppliers, too. Working together to find better ways of problem solving and differentiating products and campaigns is critical.

“Ultimately, it is your business they [suppliers] are working to market,” Fitzpatrick says. “Each stakeholder—internal and external—within the marketing supply chain must be collaborating and working closely with marketing leadership through a feedback loop to review results and to identify areas for improvement and develop strategies to optimize the marketing process. Overall, the key to a more efficient marketing supply chain is to constantly assess and optimize the various processes and systems involved, and to be open to shifting and changing as the data suggests.

In the end, the key is to do your due diligence and choose a supplier with the skills, experience, and values aligning with your business and marketing goals. They must become passionate about your vision and mission. It is one thing to have a marketer’s brain under contract and another to have their heart’s support behind your business. ■

**NextPage**<sup>®</sup>  
More Than Print

Let's **start** the **conversation!**

## Promotional Products

Ask Betsy for a quote today!

**BetsyB@goNextPage.com**



**Betsy Bennholz**

Promotional Products Manager



**Welcome**  
to the  
**Team!**



**Gloria Mitchell**

Sales Development Representative

**GloriaM@goNextPage.com**

**866.938.3607 | goNextPage.com**



**Sean Lipford**

Sales Development Representative

**SeanL@goNextPage.com**



Connect with Gloria  
and Sean on LinkedIn!





# INFLUENCER MARKETING

## THE **SPARK** THAT MATTERS

### **BALANCE. PERFORMANCE. RETENTION.**

**COMFORT.** Zelite chefs knives were designed and crafted to be the ultimate cooking accessory. So, when Zelite Infinity approached the award-winning influencer marketing agency Get Hyped about helping differentiate its brand from the scores of cutlery competitors, Dan Coughlin welcomed the challenge.

The first step was right in Get Hyped's wheelhouse. The agency set about building partnerships with a team of influencers tasked to help raise awareness for the Zelite brand via social media. While the growing social community would be the foundation for the Zelite brand, the influencers were its heart and soul. By selecting influencers who were rising in stature on TikTok in the trending outdoor grilling niche, Get Hyped created a team of Zelite ambassadors. A couple loved the knives and their partnership with Zelite so much that they started featuring the brand in almost all of their organic content—in addition to the content Zelite was sponsoring.

The TikTok campaign blew up: 18.2 million impressions; 663,000 engagements and more than 158 images and videos.

Coughlin says that of all the decisions in an influencer marketing campaign, choosing your partners is the most critical. "Pick influencers who are a natural fit with your brand's personality. When vetting influencers, ask questions like, 'Do you have an authentic following?' 'Does your audience match with our target customer persona?' 'Are you genuinely excited about partnering with us?' Choosing influencers can be overwhelming. I recommend to begin by looking at your customers. Chances are some of them have the potential to be your most effective influencers because they're already using and loving your products."

Since co-founding Get Hyped in 2016, Coughlin's unique approach to driving awareness for his



“WHEN IT COMES TO GETTING RESULTS, THE DEVIL IS IN THE DETAILS. PLANNING AN INFLUENCER CAMPAIGN PROPERLY BY DECIDING WHAT EXACTLY YOU’RE LOOKING FOR THE INFLUENCER TO ACCOMPLISH IS CRITICAL.”  
— DAN COUGHLIN, CO-FOUNDER, GET HYPED

customers is rooted in his equally unique background, which includes engineering nuclear submarines for the U.S. Navy and a stint as a vice president for a U.S. Navy supplier. While working in the military space, his wife, Kristina, was working as an Instagram influencer in the foodie niche. Together, they saw a need to help brands struggling to effectively communicate their marketing goals—and influencers were one of the keys.

Today, Get Hyped is a full-stack influencer marketing agency that helps empower brands to grow exponentially by partnering with the right social media creators and creating content that matters. To date, by running strategic influencer partnerships on YouTube, Instagram and TikTok, the agency

has garnered more than 100 million organic impressions and 10 million social media engagements for its clients.

At its foundation, Coughlin says influencer marketing is simple. A brand partners with an influencer to promote its products to the influencer’s audience. But like many marketing strategies, there is much more to it than that. “When it comes to getting results, the devil is in the details. Planning an influencer campaign properly by deciding what exactly you’re looking for the influencer to accomplish is critical. For example, is the campaign’s focus to get brand lift or to drive sales? Each of these goals will have very different strategies when it comes to partnering with influencers.”

A word to the wise: All influencers are not created equal, so partner wisely. Take followers, for instance. More does not necessarily mean better performance. Rather than focus on vanity metrics like follower counts, Coughlin says the most successful influencer marketing campaigns involve influencers who are epic content creators. The content is what captures and keeps the audience’s attention—and data is key.

“Data is the backbone of any successful influencer marketing campaign,” Coughlin says. “Start your campaign off on the right foot by including legal language in your influencer agreements that requires influencers to share a screenshot of their post analytics. Then track key social metrics like impressions, engagements, and clicks. This data will allow you to draw insights from your campaign like which niches of influencers performed best or which content styles resonated with the audience.” ■

# BUILDING THE NEW AGE CELEBRITY

Whether you are selling products or services in a B2B or B2C space, the influencer principles are the same. Typically, the influencer, who has a significant following on social media, will promote the brand to followers who trust them to deliver content that is helpful and bona fide.

Carla Ingrassia, Director of Marketing for world-renowned specialty architectural glass company Bendheim, says the bottom line when it comes to influencers is to add to your bottom line. “Not all forms of marketing are cut-and-dried when it comes to measuring return. There are quite a few systems that must be implemented to see the return on investment from an influencer campaign—trackable CTAs, landing pages, and quick conversion paths can all measure the engagement and conversions of the effort. Infrastructure planning is the most important vehicle to gain insight into the success of the campaign.” Ingrassia recommends the following best practices to ensure success:

**MEASURE BRAND AWARENESS**  
An influencer should be approached tactfully. You cannot solely rely on the number of followers an influencer has. The engagement should be viewed carefully. The percentage of engagement is far more important than the size of the following. It reflects the commitment and involvement of the follower/user to the influencer. For example, an influencer can have 50,000 followers, but if the engagement is minimal or non-existent, there will be minimal or non-existent engagement with your brand.

**BE IMPACTFULLY CREATIVE**  
How can a brand be noticed among a sea of posts? Don’t settle for “cookie-cutter” promotions. At Bendheim, which primarily is in the B2B sector, customers not only want to know about how it can provide glass, but also want to be inspired and find solutions for design challenges. Show how your products and services come to life. Build a story supporting your business with an impactful conclusion.

**MAXIMIZE ON THE AFTERMATH**  
When you invest in paid marketing like social, the ad is created; it launches for a period of time and then it stops. With

influencer marketing, there is life after the campaign ends. It lives on the influencer’s territory eternally. This is time beyond the scope that can be repurposed and utilized in many ways across marketing in PR, sales and marketing materials.

The influencer world has grown exponentially and with such a big impact of the social platforms like Instagram, Twitter, Facebook and TikTok, they are a new age of celebrities. Iconic brands are creating budgets specifically for social influencing. “Right now, smaller brands can compete, but sooner rather than later, it will become a “big gun” in marketing and advertising. Print publications are already showing the importance of the ‘power of digital.’ Their digital media buy is just as much in cost as

their print media buy and in some cases, the digital outweighs the print. We are already seeing a massive decline in print. The advancements and developments will be within the social sphere for sure, and the metaverse could possibly play a part in that in the future.”

In the end, marketing is a machine that needs fuel to run. Influencer collaboration is a strong ingredient. ■

“NOT ALL FORMS OF MARKETING ARE CUT-AND-DRIED WHEN IT COMES TO MEASURING RETURN. THERE ARE QUITE A FEW SYSTEMS THAT MUST BE IMPLEMENTED TO SEE THE RETURN ON INVESTMENT FROM AN INFLUENCER CAMPAIGN.”  
— CARLA INGRASSIA, DIRECTOR OF MARKETING, BENDHEIM





# TACTICS



## ROAD SAVVY

### YOUR 5-STEP PLAN TO A SMOOTH MARKETING RUN

Preparing for uncertain times requires a different marketing approach. Here are five actions from SCS you can take now:

#### ◆ STEP 1 — REVIEW TECHNOLOGY INVESTMENTS

Now is the time to review the marketing technology tools and platform universe. Reduce technology tools where necessary and invest in platforms that drive first-party data insights and actionable consumer engagement.

#### ◆ STEP 2 — AUDIT THE CUSTOMER JOURNEY

In today's supply chain-challenged landscape, adjust your technology, targeting and investments accordingly. With the rise of e-commerce, consumers have significantly changed how they purchase and where.

#### ◆ STEP 3 — INVEST IN (THE RIGHT) INNOVATION

Innovation is key—period. Now is the time to get the lay of the category landscape, determine brand health, execute consumer insights segmentation research and evaluate where brands stand and can win.

#### ◆ STEP 4 — FOSTER LOYALTY

Consider where technology, innovation, first-party data and owned platforms can provide new ways of driving loyalty. Then invest in loyalty-based marketing and digital platforms to encourage long-term loyalty and turn loyal customers into advocates.

#### ◆ STEP 5 — ACQUIRE A NEW POSITION

Seek share opportunities among your closest competitors to increase your position. Consider besting direct competitors through landing pages, paid search campaigns, content and influencer tactics alongside in-store POS and advertising via retail partners.

## GETTING PERSONAL—OR NOT

### SURVEY SHOWS THE POWER—AND BARRIERS—TO PERSONALIZATION

A recent survey, “The Realities of Online Personalization” by Econsultancy and Monetate, breaks down the tactics and barriers to building customer experiences:

- 94% agree personalization is critical to current and future success
- 56% are not personalizing the web experience for visitors
- 72% say they understand the importance of personalization but don't know where to start and how to approach it
- 54% express an inability to translate data into action
- 51% say the most apparent barriers to personalization are technology and IT

## POWER SURGE

### 6 WAYS TO CHARGE YOUR CONTENT MARKETING EXPERIENCE

You know the content landscape can change on a dime, but do you know how to stay in step with it? Here are six ways to harness its power, complements of Content Marketing Institute's “12th Annual B2B Content Marketing Benchmarks, Budgets, and Trends.”

#### 1. STRATEGIZE

Content marketing is so much more than just social posts and newsletters. It takes time to plan your steps, such as regular blogs, consistent social media presence, and video curating.

#### 2. UNDERSTAND YOUR AUDIENCE

Meet your audience where they are. Getting your content to the right people is easier than ever if you know where to look.

#### 3. USE MULTIPLE CHANNELS

It takes five to seven touchpoints for a customer to remember your brand, so be everywhere. Content takes many shapes, so use as many channels as possible.

“Brands who put authenticity and **courageous creativity** at the core of their plans are the ones who generate the most brand love.”

— Maggie Lower, CMO, Hootsuite

#### 4. BE AUTHENTIC

Authenticity is all the rage today. Instead of a pristine, curated approach, try to be a bit more real with your customers. Consumers can see through the gimmicks.

#### 5. TAKE ADVANTAGE OF SOCIAL MEDIA

While content marketing offers a much broader approach than solely using social media, these platforms are no longer optional if you want to compete in your niche.

#### 6. INVEST IN DATA ANALYTICS

Data is one of the most powerful tools you have at your fingertips. Take the time to understand the digital metrics that can propel your brand to the top.





# QA

AGENCY LEADER WEIGHS IN ON THE CHANGING LANDSCAPE OF MARKETING

## ABU NOAMAN

**A**bu Noaman is the CEO of Elliance, an agency that brings prosperity to ambitious brands. He loves search engine algorithms as much as Jung and business strategy as much as art. He has read autobiographies of more than 300 leading entrepreneurs and thinkers. Abu has been named “eMarketer of the Year” by Business Marketing Association and is a frequent speaker at conferences including the one held by American Marketing Association.



### **How has the field of marketing evolved in recent years, and how do you see it continuing to change in the future?**

There is a battle going on for people’s hearts, minds, and wallets. Marketing spearheads it with attention-grabbing tactics.

Marketing is evolving with the change in generations and adoption of the technologies they use. Boomers are retiring, Gen-Z is entering the workforce, and Gen X and millennials are taking charge of running the world. In lockstep with these social shifts, digital, mobile, and social marketing are now leading the brands.

Marketers are also responding to an awakening of social consciousness. Since millennials and Gen-Zers care deeply about corporate values, they are gravitating toward companies that embrace environmental, social and governance (ESG) standards and embody corporate social responsibility (CSR). Younger buyers are increasingly attracted to brands which live in accordance with their core values.

### **What skills do you believe are most important for the next generation of marketers to have to be successful?**

Next generation marketers will need to master four key skill sets: tools and automation, data and insights, content and bots, and conceptual and strategic thinking.

In the age of software

and artificial intelligence, automation of routine and strategic tasks with sophisticated marketing toolkits is the first crucial skill marketers must master.

By sheer necessity, marketers must be data-driven decision makers while also relying on their common sense. They’ll need to analyze interaction, KPI and unified dashboards. They’ll need to develop the instinct for zeroing in on the data that truly matters. They’ll need to take bold decisive action based on their own insights and supporting data.

Because content is the lifeblood of brands and Google page one is destiny, next generation marketers must be aware

of the content ecosystem, develop content strategy frameworks and understand the workings of the Google bot. They’ll have to cultivate an investigative mind (that discovers and uncovers brand evidence and proofs), an imaginative mind (that infuses persuasive content and brand romance), and an analytical mind (that imbues content with keywords, so it’s ranked on Google). They must learn the art of creating content inspired by keywords. They’ll have to curate and orchestrate content, code, optimization, and channels to create brand success.

Successful marketers will of course need the full force of conceptual and strategic thinking skills to bring prosperity to their organizations.

### **How do you think the role of marketing will be shaped in the coming years, and how are you preparing your team to adapt to these changes?**

Marketers will continue to fulfill the traditional roles of brand management, reputation building, customer engagement, public relations, sales support, and partner development. However, moving forward, the role of marketing will be shaped by four forces: intergenerational change, the rise of digital tools and technologies, increasing channel and data

complexity and the need for growing new revenue.

As a digital marketing agency, we seek out and serve forward-thinking clients who stretch us. We recruit talented professionals who have a proven record of delivering marketing brilliance, but we train them continuously in newer skill sets.

### **How do you think technology and social media have impacted the way companies approach marketing and advertising?**

The underpinnings of modern marketing include the ability to serve personalized content, manage customer relationships, and make data-driven decisions. These capabilities are now built into campaign management tools, CRM packages, CMS platforms, email marketing software, marketing automation systems and analytics toolkits. Companies are investing

in technology to improve the effectiveness of their marketing.

Social media has become the new frontier for brand success. It has taught marketers three valuable lessons. First, success is less about controlling the forces they can and more about harnessing the forces they can’t control. Second, there is value in building relationships with influencers who are trusted by younger buyers. Finally, communities can be a source of strength when they are nurtured.

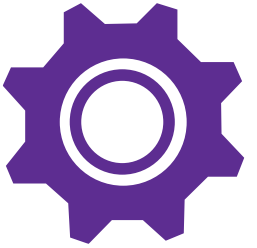
### **How do you see data and analytics playing a role in the future of marketing?**

Successful marketers are driven by strong instincts yet make their decisions based on data. On the micro-level, they analyze interaction dashboards including campaign performance, content engagement, customer service interactions

and community engagement. On the macro-level, they are comfortable with KPI dashboards including annualized customer value, profitability, wallet share, renewal/retention rates and customer satisfaction metrics. Availability of sophisticated data analytics packages is improving their effectiveness.

### **What advice would you have for young professionals who are interested in pursuing a career in marketing?**

There has never been a better time to go into marketing. If you can imagine holding the tensions between creative and business strategy, story and data, persuading people and bots, and traditional and digital, then you’ll absolutely love marketing.





# connect

by NextPage

8300 NE Underground Dr., Pillar 122  
Kansas City, MO 64161

goNextPage.com | 866.938.3607



CHANGE SERVICE REQUESTED

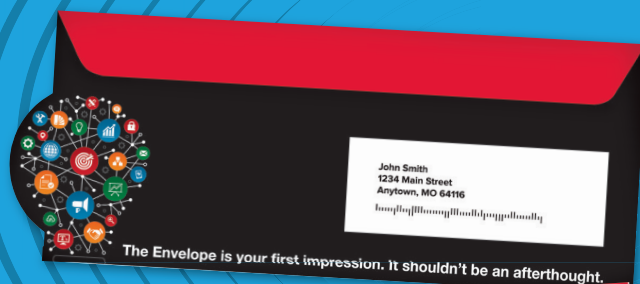
PRSR-STD  
U.S. POSTAGE  
**PAID**  
NextPage  
64108

# NextPage<sup>®</sup>... we Deliver **More**

Our FREE resources provide professional growth for you and your team.



Create High Value Direct Mail  
with Shape-Cut Envelopes  
by NextPage<sup>®</sup>



To do list.  
• Check account  
• Deposit check  
• Pay bills

The Envelope is your first impression.  
It shouldn't be an afterthought.

John Smith  
1234 Main Street  
Anytown, MO 64116



Visit  
<https://nxtpg.co/shape-cut>  
or  
Scan to download

866.938.3607

goNextPage.com

