

BEYOND PRINT

SUMMER 2017

IDEAS FOR MARKETING AND CREATIVE PROFESSIONALS

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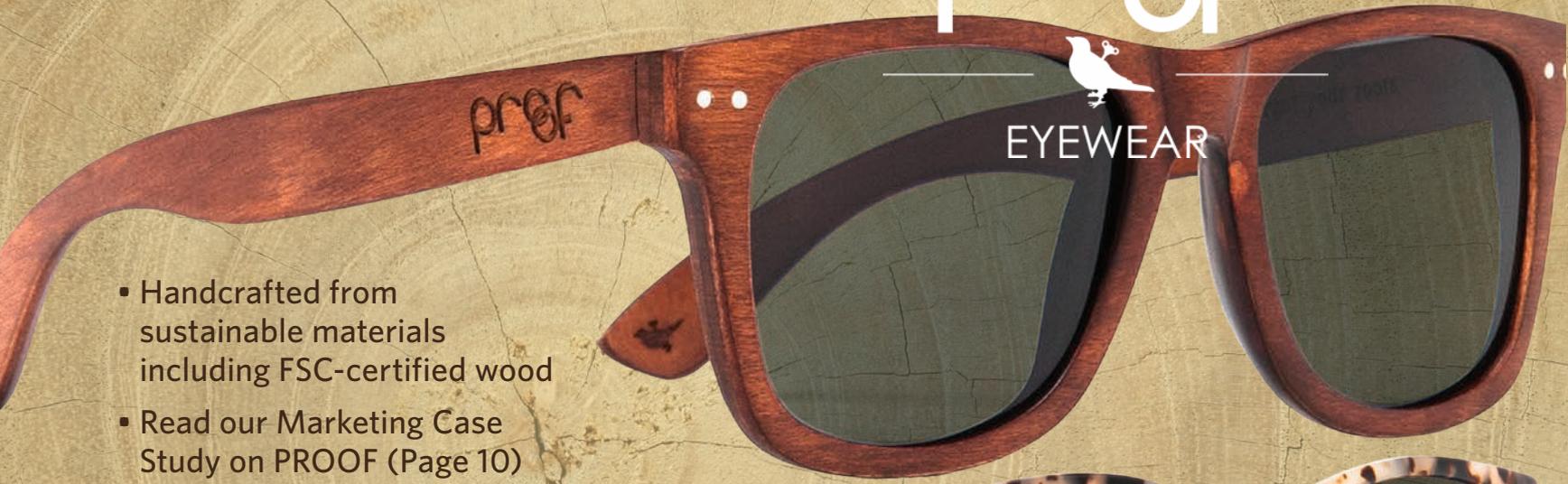
**Interview With Best-
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Speaker, Scott Stratten**

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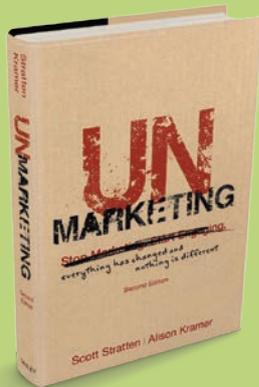


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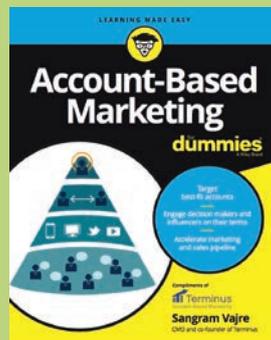


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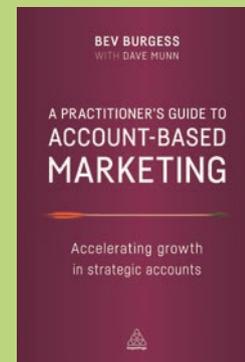
OR WIN ONE OF THESE FEATURED BOOKS:



UnMarketing: Everything Has Changed and Nothing is Different
By Scott Stratten and Alison Kramer
(Cover Story: Page 6)



Account-Based Marketing for Dummies
By Sangram Vajre
(Feature Article: Page 12)



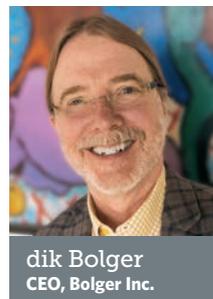
A Practitioner's Guide to Account-Based Marketing
By Bev Burgess and Dave Munn
(Feature Article: Page 12)

Welcome to the Summer Issue of **BEYOND PRINT!**

Bolger creates inspiring solutions that unify the power of print and digital communication. Every cover of Beyond Print uses techniques intended to inspire. On this cover we created a metallic tritone comprised of process Black, PMS 877 and PMS 8422 Metallic Silvers giving it a 3 dimensional effect. We are pushing for discoveries that integrate all of the senses for more effective and memorable communication.

In our interview with Scott Stratten, notable speaker and best-selling author, we are reminded that we are all carrying around old marketing baggage and possibly overlooking what's new. Our availability and capacity to learn more is easily hampered by our time and resources being funneled into old marketing habits that may no longer be working for us. Scott sports a conversation-starting tattoo of the word "unlearn" on his right forearm, and he has no problem telling his clients and fans that "unlearning" poor marketing habits is just as important as learning new ones.

In our feature article, we experience yet another "wow" moment after realizing that account-based marketing (ABM) isn't necessarily new -



dik Bolger
CEO, Bolger Inc.

unless you've never properly understood and implemented it. That said, you'll never know if it's a viable option for you to explore if you don't understand the power of an entire organization aligning itself with the marketing and sales efforts. As part of our quarterly giveaway, you could win one of the books authored by the ABM experts we interviewed.

We fell in love with Proof Eyewear first because of their brand story, and then with the product itself - which is pretty cool! An entrepreneurial set of brothers dreaming big, being personally connected to the environment and the nature of sustainability, grounded with strong family values, setting out to create beautiful handcrafted sunglasses from their grandfather's woodworking shop. What's not to love? During our interview, the CEO spoke of that exact scenario - loving the brand as much as the

product - and how that became a cornerstone in establishing their fan base. Read the case study on page 10 and don't miss the opportunity to win your own pair of Proof sunglasses.

We hope you enjoy reading this issue of BEYOND PRINT, and always welcome your feedback, thoughts, and insight.

EXPERT OPINION

Read insights from the following contributors in this issue:



Scott Stratten

Scott talks social media marketing and the importance of authenticity. Enter to win Scott's latest book, *UnMarketing: Everything Has Changed and Nothing Is Different*. (Page 6)



Trish Witkowski

In her new column, *That's Fold-tastic*, Trish delivers two inspiring folded formats for direct mail and marketing collateral. Dielines available upon request. (Page 5)



Tanner Dame

Tanner Dame, CEO of Proof Eyewear, shares the story of the launch and growth of their eyewear company, featuring handcrafted glasses made from sustainable wood resources. (Page 10)

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BEYOND PRINT

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SOCIAL MEDIA MARKETING »

Facebook Live: Not Just Mobile—It's Stationary, Too

When Facebook Live was introduced to the masses in April 2016, it offered users the power to broadcast live from the palm of their hand. It was also another example of mobile usage leading the way forward. But don't fret; that computer sitting on your desk or in your lap isn't a fossil just yet, and Facebook understands that. In March of this year, Facebook announced that anyone can go live from his or her desktop or laptop computer, too. Previously, verified publishers were the only ones capable of doing so.

Part of the appeal of the new Live offering is the ability to stream video from external sources such as professional cameras and to do so right from a profile, rather than just on a business Page, as was

previously the case. Facebook Product Manager Erin Connolly and Software Engineer Jeff Hendy explained some of the new potential in a blog post: "With this update, people can seamlessly share their screens, insert graphics, switch cameras, or use professional equipment in Facebook Live videos," they wrote. "They also have the option to broadcast to Facebook groups they belong to, Facebook Events they're part of, or Facebook Pages they manage."

For marketers, this means being able to do things such as question and answer sessions, video blogs, or even live tutorials, and to do so in better visual and audio quality. To enable Facebook Live from your desktop or laptop, just click on "Live Video" at the top of your News Feed or timeline and follow a few directions.



To use streaming software, download one of the streaming software programs Facebook supports, go to facebook.com/live/create, then click "Create Live Stream."

"On a practical level, having Facebook Live on your desktop

or laptop means being able to do professional-quality, live broadcasts and easily reply to viewers' comments using the keyboard, which can be difficult [when] operating a phone by yourself," says Anssi Mäkelä, a social media consultant who has worked

Facebook Live Standard-Bearers These three brands are using Facebook Live to its full potential!

Dunkin' Donuts

"Dunkies" has used Facebook Live to broadcast from Dunkin' Brands University, delivering a tour of the training facility and offering an inside look at how products are created. During their first Facebook Live, they introduced employees, took questions and comments, and finished with a surprise creation to keep viewers around.



Benefit

The cosmetics company has created appointment viewing by hosting a weekly Facebook Live series called "Tippy Tricks," in which their team shares their best secrets over wine at 4 p.m. PST every Thursday. By creating a Facebook Live series, they're building a loyal following and showcasing their products while delivering valued information.



Starbucks

On National Voter Registration Day last September, Starbucks hosted a Facebook Live from Rufus King Park in Jamaica, Queens, New York. During the live broadcast, viewers were encouraged to post questions for CEO Howard Schultz and rapper Common, who would answer them later from onstage at the



event. That kept viewers engaged to see if their questions might be answered.

For more great examples of how brands are using Facebook Live, download our e-book at: bolgerinc.com/8FBexamples

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Neuroscientist Dr. Eagleman's expert insights and research on how brands use the power of touch in communications provide a deep look at how media shapes the brain and, consequently, the way a brand is perceived. Sappi has produced this book—on Sappi McCoy—and video series to capture how marketing professionals and publishers continue to rely on paper as a key ingredient of the brand experience.



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www.sappi.com/neuroscience-of-touch

for Amer Sports, Nokia, and others. "On a longer-term scale, I would imagine this might someday go in the direction of having some sort of director's board done by Facebook or a third party using Facebook APIs, allowing for an even more professional operation."

Mäkelä says this sort of improvement and new offering is another example of Facebook recognizing user behavior and improving what's offered. Until now, companies such as Livestream have provided most of the professional-quality systems for live broadcasts. "Facebook was hardly the first one in this market. Live-streaming of video content has been around for years, but now is the right time, with all the tools and capabilities people have at their fingertips," Mäkelä says. "When Twitter came out with Periscope, for example, that got a ton of attention, then Facebook came out with something similar so quickly. They don't always invent these things, but they are very fast on improving them, capitalizing on them, and monetizing them."

They also have a massive audience to deliver these products to and the ability to mold consumer behavior. Just a few short years ago, Facebook decided that photos would be important and customized the app so that photos received more visibility than text in the News Feed. People—especially marketers—got used to that and adapted. Then Facebook decided that video would be the gold standard.

"Now live-streaming gets more visibility, engagement, and reach, so that becomes the standard. And this is how they are building behavior," Mäkelä explains. "Of course, there is a learning curve for a lot of people on this stuff, but now the average Joe can become a broadcaster. Before, it took a full team to operate in this space. Now, people can do high-quality broadcasts by themselves, and that grows the market as well." ■



Branding begins with identity, and print is an essential element. With print, brands put their promises on paper. In this Cougar promotion, we explore the different types of people who seek to make their mark and show how Cougar helps them craft a print identity that works.



To request a complimentary copy of *MAKE YOUR MARK*, please visit:
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TRENDING »



Evolved Email Marketing

In 2017, this tried-and-true marketer's tool is making a comeback. By Stephanie Walden

A few years ago in the marketing world, email seemed like the nerdy, less popular cousin of social media. Marketers knew they had to invite email to the party, but they did so grudgingly. Social media was sexy, and email was experiencing a bout of low self-esteem. A slew of productivity-oriented startups proclaimed themselves “solutions” to a “broken” email system, and the concept of Inbox Zero had officially entered the zeitgeist.

But in 2017, email marketing is in the midst of a renaissance. There are a few reasons for the comeback, among them marketers’ disillusionment with fickle social media algorithms as well as improved coding support that’s breathing new life into the possibilities for email design. One need look no further for proof of email’s resiliency than the resurgence of the daily newsletter. Companies such as theSkimm and The Hustle, initially laughed out of the room by venture capitalists, have garnered millions of subscribers. With clean design and brand personality that oozes from their punchy, to-the-point copy, these newsletters are prime examples of email executed with finesse.

And when it comes to conversion, the simple fact is that email marketing works. According to Hubspot, three out of four companies agree that email marketing results in “good” to “excellent” ROI. It’s touted as one of the most measurable and consistent marketing tools. And with global email use poised to hit three billion users by 2020, it’s clear that email isn’t going anywhere in the foreseeable future.

As for trends specific to 2017, there are a few to be on the lookout for. Email and social media, as we’ve already mentioned, have a historically complicated relationship, and this remains the case today. Social media integration into emails and vice versa (garnering email sign-ups via social media CTAs) continues to be an effective tactic, especially with “omnichannel” marketing (i.e., marketing that provides a seamless experience regardless of channel or device).

Speaking of marketing channels with which email can integrate, there’s also great potential for third-party devices and personalization in the coming months. With the rise of big data, machine learning,

and voice-activated home assistants such as Amazon’s Alexa, the future of how consumers interact with email is immensely intriguing from a marketing perspective.

A related trend in email marketing this year is that of interactivity, including video (yes, the buzzword de jour of 2015–2016 hasn’t gone anywhere), rollover content, and emails that function more like landing pages. With Apple reinstating HTML5 video support in iOS 10, embedded video is likely to emerge as a top trend.

These tactics are moot, however, without considering one underlying factor: value to the consumer. The iOS 10 update also includes a new, prominently displayed “unsubscribe” banner at the top of email creative, which makes it easier than ever for consumers to opt out of emails they find tedious or irrelevant. Whether we’re talking content, contests, or CTAs, marketers must carefully consider how their messaging resonates—and what incentivizes the consumer to click.

Email marketing is clearly not the newest or shiniest addition to the digital marketer’s toolkit, but it’s a crucial piece of any comprehensive content marketing strategy. ■

Three tips for creating emails people want to CLICK



1 Start with a snappy subject line

The approach to a subject line is akin to writing ad copy. It should be clear and concise, and simultaneously pique curiosity. Birchbox is a company that does this particularly well: their subject lines are straightforward and often include copy that entices the user to further investigate. (The brand sends emails with subjects such as, "Oops! We Forgot Something In Your Last Box!" to promote special offers.) The jury is still out on the ideal number of characters for a subject line, but MarketingSherpa suggests that somewhere between 9 and 14 words (40-50 characters) is optimal.



2 Use "retina-friendly" and responsive images

With screen technology soaring to new, picture-perfect heights—and with more users than ever before accessing email on increasingly sophisticated mobile devices—it's crucial that marketers include top quality images (worthy of high-DPI displays) and responsive design in their email marketing efforts. This is applicable to everything from animated images or GIFs in email headers, to interactive modules and snazzy background design.



3 Personalize and infuse personality

Personalization is another factor to consider when developing an email marketing strategy; studies suggest that personalized email subject lines and individualized messaging leads to higher click-through rates. Another important consideration that relates back to omni- and multichannel marketing is to ensure that brand voice is consistent in everything from the subject line to email body copy and everything in between. (The Hustle is a brand that pulls this off extraordinarily well—and their efforts have paid off: the company acquired more than 100,000 subscribers in just five months.)

THAT'S FOLD-TASTIC »



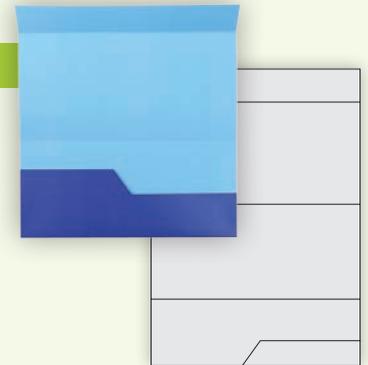
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Trish Witkowski specializes in creative solutions and engagement strategies for direct mail and marketing. She is also the curator of the world's most exciting collection of folded print and direct mail samples, sharing the best of her collection on her popular e-video series, "60-second Super-cool Fold of the Week." Check out two super-cool folds below, and request the dielines directly from us!

THE POCKET MAILER

The Pocket Mailer is a useful mail format that offers an integrated pocket for additional components, such as a direct mail letter, response card, brochure, response envelope, or other insert materials.

The Pocket Mailer is 10" by 14.25" unfolded and finishes to a 10" by 4.875" rectangular shape. The Pocket Mailer is designed to be mailed without the protection of an envelope; however, it will require three tabs or glue lines to meet mailing requirements.



Scan this code with your mobile device to watch it unfold!

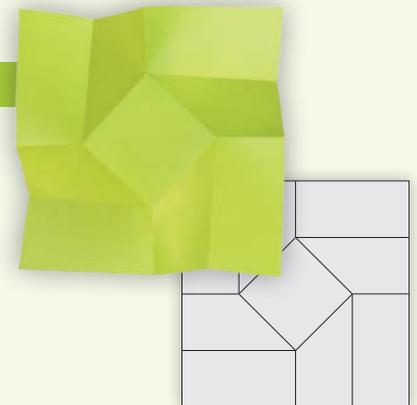


THE TWIST FOLD

The Twist Fold uses a series of perpendicular folds to "twist" a large, square sheet down to a compact, folded package. Though the twisting movement locks the cover closed, opening the twist is fluid and requires very little effort. This creative format is great as is and even better with insert cards placed inside.

The Twist Fold is 12" by 12" unfolded and finishes to a 6" by 6" square format. If used for mailing, tabbing and extra postage is required for hand sorting, due to the square size.

Scan this code with your mobile device to watch it unfold!



Q & A WITH SCOTT STRATTEN



by Tim Sweeney

With his wife, Alison, Scott Stratten has authored four best-selling business books and owns UnMarketing. He travels the world nonstop, delivering 60 keynote addresses per year, urging companies to “stop selling and start engaging.” We interrupted his travel schedule and picked his brain on social media marketing, the importance of authenticity, and how millennials are actual people, too.

Q: You use social media, especially Twitter, all the time. Why do some companies still refuse to accept that social media has a customer service responsibility?

Scott Stratten: Marketing people aren't used to this type of service, because marketing has been classically outbound. The strategy was to never let the customer be part of things. From the customer's point of view, they don't see silos. If I see your Twitter account, you're the company. So whatever I need it for, that's you. Our cable company here in Canada, Cogeco, has a customer service Twitter account, @cogecohelps. But if you tweet @cogeco, they don't tell you that you're in the wrong place; the customer service Twitter account jumps in. You never want to tell a customer they are in the wrong line, and that's what often happens on social media. You might be an air traffic controller, telling people who goes where on social based on their needs, but you still have to be that voice.

Q: You mentioned an amazing stat in a recent blog post: 85 percent of Facebook videos get watched with the sound off. What does this mean for marketers?

SS: Facebook actually counts a "view" as anytime someone watches a video for more than three seconds. On YouTube, a "view" is anything over 30 seconds. If you are watching a video for 30 seconds, you are watching it, but three seconds can just be you scrolling through your News Feed. That's not a view, so it's not the right metric. I had a two-minute rant about millennials that got 14 million views, but that is a vanity metric, because only 2.8 million watched it with the sound on and for longer than 10 seconds. With the sound off, there is no value to me of that video being played.

Q: So what can brands do to combat this?

SS: One good example is Tastemade's videos, which you can watch with no sound because they are visual and closed-captioned, so words are being shown on-screen. In the case of my millennials video, I had shared it previously with closed-captioning and got 250,000 views. Then I reshared it without closed-captioning and added title bars across it that stayed there the entire time. It was

Authenticity, and Why It Matters More Than Ever

By Scott Stratten

Like transparency, I don't find authenticity to be a strategy. You either are or you aren't.

Authenticity is very subjective. It's not even about being true to your brand beliefs, but it's about being true to the beliefs that your market thinks you have. Sure, we support those things with our dollars, but 10 or 15 years ago, social issues didn't help or hurt companies the way they can now. It used be about putting a pink ribbon on your product and donating a percentage of profits to breast cancer research. Now people know what actions you are taking to support what you believe in. And today, people buy into brands more than ever for reasons outside of products or services.

Negative feedback can be an opportunity for a positive outcome. A few years back, FedEx had a famous occurrence with a video that went viral of one of their couriers throwing a package over a fence. They came out the same day with a blog post saying it was not acceptable. It was quick and authentic, and they left the comments section open. They also told consumers what actions they were taking with the courier and the customer. In the end, they made themselves look better than before it happened.

Decide what voices you will listen to. Often, the outrage will come from people who are not and will never be your customers. Remember, authenticity doesn't mean "good" all the time. A lot of brands are afraid to polarize, so they are not authentic. On my blog, I pointed out a restaurant in Georgia after they mocked a customer who gave them a bad review. Now, I am never going to dine there, so they don't care what I have to say, and people who eat there like the fact that they ripped a customer online. So I may think they are awful, but at least they are authentic.

Being authentic doesn't mean you have to share everything to everyone. I'm as open as it gets, but I never talk about religion or politics. I don't share those things, because they have nothing to do with my brand or what I'm doing. At the end of the day, branding is what someone thinks when they hear your brand's name or see your logo. It's in the eye of the consumer, not the brand. The customer will vet your brand based on what they see.

called, "What Old People Mean When They Say Millennials." That same video clip got 14 million views with the title bars. You have to do things in this Facebook News Feed way that is enticing to make people click. That is not relevant to a YouTube video. We aren't scrolling past videos on YouTube, because that's what I'm there to do. So matching the content to the platform is hugely important. Contextual content is also hugely important. Facebook content needs to stand out on people's News Feed, but YouTube is the second-biggest search engine in the world, so that content needs to be searchable.

Q: Based on your own blog posts, you seem to have a gift for attention-grabbing titles.

Any advice for brands that want to do this better?

SS: I believe we've all forgotten some of the main things about marketing and advertising—that we have to create and compel people to take action. That means a good headline, title, or subject line. We are caught up on what is the best time to send your newsletter. The best time to send your newsletter is when you have something compelling to say. The biggest problem right now isn't that they are sending it on the wrong day; it's that their subject line is "November Chiropractic Update." We look at so many factors after things don't succeed, but the issue is usually very fundamental: Is the content compelling and conceptual to the platform, 

and is it easily shareable? The problem is not the color background on your Instagram photo. The value of the headline, the subject line, and the message has never changed in marketing. That's why I find value in a marketer who can make it compelling and then link that title accurately to the content. Even at conferences such as SXSW, this is a problem, where the title might say one thing and you get there and the person's talk is not about anything like that.

Q: You wrote about four steps to creating endearment. The first one—listening—seems like an oft-missed opportunity, because brands are so focused on what they want to say that they miss what customers are saying. Who is really good at listening and then creating dialogue?

SS: This is the most surprising answer I've ever given for something: airlines. They have done a complete 180. Some of them are really responsive, especially on places such as Twitter. During what can be one of the highest-stress points in a person's life—when they are stranded or struggling to get somewhere—airlines are really fast on social. Delta has been focused on it, and WestJet in Canada has always done a great job. I was on a WestJet flight, and an executive from WestJet got on the plane, sat in a regular seat, and told the flight attendant he would be helping with the beverage service. When we got in the air, he stood up, rolled up his sleeves, and started serving. The flight attendant told me, "They all do this." Listening is a top-down driven event. There are companies who want to hear from customers and companies who do not. Most fall into the latter. They want you to buy the product, use the service, and not say anything. Social media is often just this apologizing mouthpiece, but it should be about listening, taking information, and saying, "This is what we have and what we know." The worst customer complaint is one you don't hear, because you can't do anything about it. Fifteen years ago, if I went onstage to speak to Fortune 500 brands and said I have a tool that will listen in real time to your customers, they would have paid me a million dollars per month for it. Now it's here

LinkedIn Groups

In UnMarketing, Scott Stratten explains the great potential of LinkedIn's groups function. Here are his keys for running successful groups online.

Be invested in your group.—For groups or communities to work, you have to have moderation, cohesion, confidentiality, and exclusivity. I have been running groups online for 20 years, and the same things kill them—lack of moderation, lack of direction, and spamming.

Keep your numbers reasonable.—There's a magic number to a group somewhere, but it's not 100,000 people. That many people in a group is like going to a networking conference for 5,000 people. It doesn't work.

Some of the best online groups are run by fans.—The famous Coke page on Facebook was started by fans of the brand. Coke ended up buying it and now helps run it. But generally, when they are run by brands they are likely to have brand-oriented community guidelines that prevent free-flowing conversations with employees and customers.

Rule with an iron fist.—Nobody can be bigger than the group itself. Even if someone posts their own blog post and it's topical to the group, I delete it and then share the blog post myself. I do this because if I let them post a self-serving blog post, people will think it's okay to do the same thing, or they will say that's what happens in this group and they will leave or mute the group.



and it's free, and companies say, "I don't know . . . I'm not sure I want that."

Q: So many companies are trying desperately to connect with millennials, but you downplay the notion that they are some new species of humans.

Fifteen years ago, if I went onstage to speak to Fortune 500 brands and said I have a tool that will listen in real time to your customers, they would have paid me a million dollars per month for it.

SS: We love labels. As marketers, we love putting people in boxes. We have customer profiles where we make up pretend people, such as, "Jane, the 43-year-old wife and mother of three." We do it with generations, too. But we've all shifted how we buy and how we consume content as a whole, not just millennials. My mom texts me, and she is 71. If you want to make a millennial mad, treat them like they are different. It's just called being human. Look at people who are 15 and people who are 40. We have different needs and wants. "Millennial" is a great tag and a profitable industry, because people create fear and then revenue from that. But we have five kids in our house between ages 10 and 20, and their entire frame of reference for things is different . . . and they live in the same place! We've now started saying things such as, "Young people use Snapchat, older people are on Facebook, and everyone who wears a tie is on LinkedIn."

Q: So it's all about finding the right audience for your tactic?

SS: No marketing tactic is ever dead. Bad marketing is dead for sure, but even direct mail still works, and door-to-door can probably still work. It all depends on the context. If someone comes up and offers paving services for our driveway because my neighbor had his done and they can offer me a discount, I'll probably listen. If the Girl Scouts come up to sell me Thin Mints, I will probably buy a skid of them. It's all about finding people at the right moment and in the right context.

Q: You said in one of your speeches that hiring great people is more important than logos or branding. Why did you say you'd hire people with passion over people with experience?

SS: I think if we want to market better, we need to hire better. For some reason, marketing and human resources are treated as separate silos. They go to war over head count, budget, or relevance. I think they should work in tandem. If we hire better, it becomes easier to market our company. I don't think experience is irrelevant, but I think it's overrated. I don't know the difference between having 10 years of agency experience versus having five. We hire with so much less focus on passion and drive, because those things are hard to read before you make the hire. If I were opening a coffee shop somewhere, I would go to all the coffee shops in town and find the best personalities and train them. Nowadays, companies post entry-level jobs that need five years of experience. What? The best time to get a great person is at the entry level. I can teach procedure, but I can't teach giving a (bleep!).

Q: Your newest book, *UnMarketing: Everything Has Changed and Nothing Is Different*, shows how to unlearn the old ways. With things changing so quickly in the marketing world, what would you define as "old ways" in this day and age?

SS: The reason we came out with a new version is because we've all got bright-and-shiny-object syndrome, so focus and strategy have gone out the window. It falls out the window because we are running around chasing, and that is so confusing to the marketplace. It's also frustrating for marketers trying to jump on the latest thing. But if someone asks what your Snapchat strategy is and your

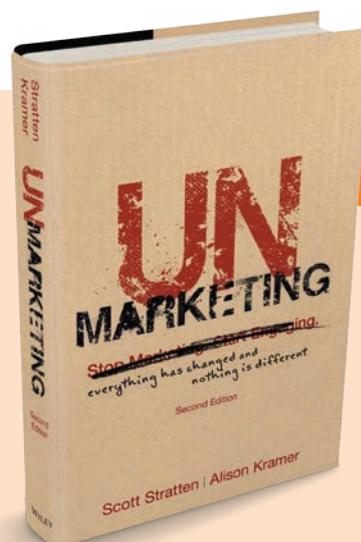


website doesn't load well on mobile, you don't need a new Snapchat strategy—you need a website that is responsive. Stop worrying about the next thing. "Usability" is a forgotten word, but there are brands whose sites aren't rendering properly on tablets and phones. There are basic functions you need to be good at. For instance, does your site come up in search, or how many clicks does it take to buy on your site? Rather than trying to get more sales, look at where you are losing sales now. What's the sense in being mediocre on eight platforms? Be great on two. If you open up on all these places and

platforms, you have to monitor them, and that takes all your time.

Q: What is the best takeaway from your new book?

SS: The best takeaway is just what the title says. We realized that people were still buying the original version, which was written seven years earlier, but the landscape had shifted. The core concepts are still there, but we deleted five chapters and added five new ones. We also added commentary to the others, including how we bought this house that I'm sitting in because of donuts. ■



WIN this newly released second edition of Scott's book, *UnMarketing: Everything Has Changed and Nothing Is Different*

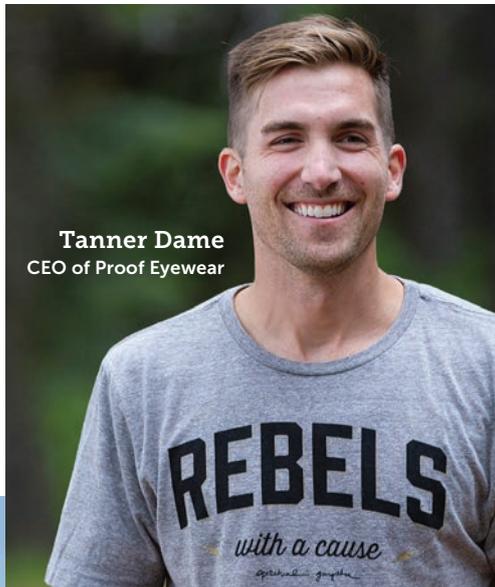
By Scott Stratten and Alison Stratten

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PROOF EYEWEAR: A BRAND WITH A VISION



Tanner Dame
CEO of Proof Eyewear

by Robin Bennett

Sometimes it's difficult to determine why a particular company succeeds. Is it luck, timing, an abundance of resources, or something else? The secrets of success can seem rather mysterious. Then, you discover a company like Proof Eyewear and things start to make more sense—a DIY formula for success begins to emerge. We sat down with Tanner Dame, CEO of Proof Eyewear, to hear his explanation of vision, culture, success, and DIY marketing.

PROOF'S GUIDING VISION & VALUES

When brothers Brooks, Taylor, and Tanner Dame launched a wooden sunglasses company from their garage in Boise, Idaho, they weren't thinking about marketing plans, budgets, brand statements, or celebrity endorsements. They were focused on creating a unique product they could make in their grandfather's woodworking shop that would stand out in its respective market. After a failed attempt at bamboo ski poles, they turned their sights to developing a pair of wooden sunglasses, fashioned from reclaimed wood. What they would soon realize was that they were playing in a growing \$106 billion global eyewear market, where they would need to differentiate themselves to be successful.

It wasn't long after they perfected the sunglasses and gave samples out to friends and family to wear, that they realized people were connecting to their story before they were connecting to the product. This begged the marketing question: which comes first, the product or the story? A cool product alone might not be enough to sustain their success, but a great family story, a product made from sustainable wood, and a "give back" culture could be a winning trifecta. It was this exploration that helped them define where they were headed and who they wanted to be. The process led to a set of core values known internally as the "Three Points of Proof": **Sustainability, Charity, and Heritage.**

SUSTAINABILITY

"We were looking around for a void in the marketplace—a need that wasn't being met—when we realized that most of the frames were being made with plastic or petroleum-based materials. There weren't many sustainable options," Dame explains. The discovery helped shape a new vision for the company: to be the most sustainable eyewear company in the world. Consequently,



proof
EYEWEAR

Proof's products are now made from a variety of recyclable and renewable materials, including FSC-certified wood, cotton-based acetate, repurposed skateboards, and aluminum scraps.

Sustainability is central to Proof's marketing and communications efforts and is featured prominently in the company's original content. For example, Proof produced a series of behind-the-scenes videos to show exactly how their products are made. "It's allowed us to be transparent," says Dame. "We want our customers to get to know us as normal people who care about the environment and each other," he explains.

CHARITY

The second point of Proof, charity, is evident in the company's "Do Good" program, which uses a portion of the company's profits to support vision screenings, glasses, and other charitable projects for those in need. The socially-conscious business model has struck a chord with customers and has allowed Proof to share an abundance of emotionally-evocative, human-interest stories.

The Proof logo serves as a subtle and constant reminder to "Do Good" and be charitable. According to the company, the bird symbolizes the idea that "we all have wings to fly, some of us just need a little help." For Proof, charity can also include little things—small gestures of appreciation such as the fortune cookie inscriptions on the sides of their glasses, designed to make their customers smile.



HERITAGE

The third point of Proof, heritage, is a nod to their family ties and their connection to Boise. Their heritage guides their company culture as well as how they interact with customers and each other. Proof communicates openly and directly with their customers, engaging them in conversations through social media and in person at events

and at their local flagship store in Boise. Their desire to support the community and encourage participation from their extended family of Proof supporters prompted them to convert an Airstream trailer into a mobile showroom and hit the road, delivering their brand and message in person across the U.S.

LEARNING ALONG THE WAY

While "just do it," isn't an official part of the company's "Points of Proof," it is one of the main reasons the company has gotten as far as it has.

Since the beginning, the company has taken a do-it-yourself approach to most things, especially marketing. "We probably get a pitch a day from people wanting to help us with marketing, but 100% of our message and campaigns are organic, and brainstormed and developed in-house," Dame explains.

In their earlier years, Proof figured out quickly how to succeed at social media and guerrilla marketing. As they have grown and recognized the need for additional marketing expertise, they have added to their strategic staff, making sure that the candidates aligned with the culture of the brand. Recent additions have included a PR & Marketing Director and a Digital Marketer.

But most importantly, they've figured out exactly who they are and where they're headed, and that's made all the difference. With a solid brand foundation that's rooted in values, a guiding vision for a better future, and a willingness to learn as they go, Proof has discovered a formula for success that continues to guide them toward greatness. A DIY marketing approach on a limited budget, in a world dominated by big brands and big marketing, has served them well. ■

TIMES EMBRACING OPPORTUNITY PAID OFF

Learning to Pitch

Proof perfected its story, message, and product offering by doing something that would frighten most of us. While they were still working on their product, they began competing in national pitch contests using their business plan, messaging, and elevator speech to learn the art of the pitch.

Jumping into Social

In the beginning, Twitter was hugely important to the brand. They enthusiastically engaged anyone talking about sunglasses or outdoor activities on Twitter, building a following for their brand. They also reached out to celebrities who were coming to town in an attempt to get their product directly to them. "We wouldn't know if they actually received them. Then, we'd see them photographed wearing our sunglasses," Dame explains.

Swimming with the Sharks

In 2013, Proof jumped at the chance to appear on the television show, *Shark Tank*. Although they didn't receive the offer they wanted from the sharks, their courage was definitely rewarded. "It was like receiving one million dollars in advertising. A lot of eyes were on our brand and interested in our story," says Dame.

Building Brand Ambassadors

By actively engaging their potential audience and talking about socially-conscious programs, including the Do Good campaigns, Proof began to attract a loyal following, which in turn has become a strong group of brand ambassadors. They include professional and amateur surfers, divers, skiers, photographers, snowboarders, and others, all of whom have their own loyal set of followers. The ambassadors not only share Proof's story but also create and share their own related content, including photography, videos, and other updates.

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Sales, Meet Marketing. Marketing, Meet Sales.

Account-based marketing (ABM) isn't new—or is it? Jumping into the spotlight in the last few years, it shows no signs of disappearing. We talked to ABM experts Sangram Vajre and Bev Burgess to find out what it is, how it's done, and what your organization needs to do to make it work wonders for you.

For better or worse, it's rather well accepted that marketing is as statistics based as it's ever been. We make decisions about what consumers we target and how we target them based on metrics such as reach, engagement, comments, thumbs-up, hearts, and retweets. Do they like us? Do they talk to us? Do they share what we say with their friends and colleagues?

Then, we use these numbers to determine whom we market to as well as when we say it and how. So, if numbers we think we can trust influence and sometimes determine our marketing efforts, it stands to reason that our sales efforts should follow the same. After all, plenty of organizations have forgone the idea of marketing and sales as separate departments, going so far as to hire a single vice president for sales and marketing simply to ensure that the two groups work together more closely. Still, for whatever reason, most sales teams have failed to use new marketing tactics to help their own cause.

That trend is changing, however, and something called account-based marketing (ABM) is at the helm of the shift. ABM is laser-focused B2B marketing. Sangram Vajre, cofounder and CMO of Atlanta-based Terminus: Account-Based Marketing, says that while technology has given B2B marketers thousands of tools to connect with prospects, B2B marketing technology is both a blessing and a curse, because buyers are inundated with thousands of messages every day. "This is why it's essential for marketers to identify their best-fit customers versus worrying about generating leads," Vajre says. Based on a Forrester Research statistic that says less than one percent of leads generated ever become customers, Vajre says, "B2B marketers who are blasting emails and 'spraying and praying'



may be wasting 99 percent of their time, energy, and resources marketing to people who may never pay your company a dime." But don't toss all your current marketing plans out the window just yet. The practice of account-based marketing is highly strategic, is very specific to targeted accounts, and takes time to develop. ABM presents a highly collaborative environment for sales and marketing to "flip the funnel" and effectively engage more people—decision-makers, key influencers, and executives.

For ABM to take hold and impact your business, everything starts at the top. Vajre says the executive team must agree that marketing isn't about lead generation but about engaging accounts and retaining revenue, going beyond the typical B2C purchase decision to a comprehensive account's journey. That also means the entire organization must agree on an ideal customer profile. "You have to identify the ideal accounts for doing business with your company, and every department in your organization—marketing, sales, customer success, product, engineering, etc.—must be focused on how to service those accounts," he says.

You have to identify the ideal accounts for doing business with your company, and every department in your organization must be focused on how to service those accounts.

Modern consumer marketing, of course, features a much more personal approach, in which brands try to forge a relationship with a consumer and can tailor messages to groups of people or even individuals. ABM takes a page from this newer, B2C, personalized-experience strategy, but in B2B there are often many more

SIX PRIME CONSIDERATIONS FOR ACCOUNT-BASED MARKETING SUCCESS

1

It is imperative that marketing and sales work as one through the process of identifying target accounts. They should both understand how and why each account has been placed on the high-value key account prospect list.

2

Sales teams are in the field every day and are most likely to be in tune with the pain points and needs of your prospects. Marketing must consume and leverage this very vital information as they develop the marketing materials that will be part of the ABM plan for each account.

3

ABM is not a one-size-fits-all approach. Account-based marketing is powered by high-quality, targeted, personalized content. Assess your current content and offers and determine where they will fit in the journey map for each prospective account. Identify gaps and create messaging and content to bridge those gaps.

4

Match the content to the recipient. A CEO may be inclined to read unsolicited marketing materials that deliver insight and ideas that are relevant to the overall industry, while a CFO may be more inclined to glance at an infographic that puts specific data in visual context for quick consumption.

5

Create an engagement map for each contact within each account so that your entire team is clear on which content fits where into their specific overall plan.

6

As content is delivered, sales must be ready to respond with appropriate messaging when a contact is engaged. Not every engagement should be viewed as a sales pitch opportunity; rather, some should be seen as a relationship- and credibility-building opportunity.

people involved in the final decision-making process on the account side. These decision-makers, key influencers, and executives may all be different than the end users. "We have to think about the entire group of stakeholders and influencers, then tailor our marketing activities, strategies, and content to different personas and not just the end user," Vajre says. "It's a B2C way of personalizing marketing for multiple people in the same organization."

HOW TO DO IT

The first step to becoming an account-based marketing organization is to build your ideal customer profile. Once you have that, your marketing activities, tactics, and programs will be much more focused on accounts that fit that profile

best, and you will more easily identify who they are. Rely on your CRM data to help with the process. Next, expand the data you have with contact information that matches with the buyer persona of your ideal customer profile. Vajre recommends having three contacts with the correct information in your CRM. Once you do, it's time to craft a strategy for how to engage with the people you've identified. Some of the potential tactics Vajre recommends:

- **Advertising** – Sponsor posts on social media.
- **Content marketing** – Publish e-books, white papers, infographics, and blog posts; host webinars or virtual events.
- **Email** – Pull your CRM data into your

marketing automation system to segment lists that you'll use for crafting personalized emails based on the account's stage in the buyer's journey.

- **Video** – Produce personalized videos, using tools such as Vidyard to engage contacts at a one-to-one or one-to-many scale.
- **Direct mail** – Use your print and direct mail vendor to trigger a direct mail package to be sent to accounts based on their activity.

Finally, you're ready to turn your customers into advocates for your brand and products, which Vajre believes to be one of the most underused strategies in today's marketing. "This is despite the fact that retaining customers is far cheaper than bringing in new ones," he says. "Most marketing teams have zero budget to spend on existing customers, when these customers represent the greatest way to drive demand and buzz around your products." Remember, when starting with your efforts to identify your ideal customer profile, be sure to record all your account activities in your CRM or marketing automation system.

You may think you don't have the tools or resources to operate as an ABM business, but whether your business is large or small, it's possible to grow revenue by focusing your attention on best-fit prospects and customers. It's not even crucial to know a ton about digital or direct marketing. Instead, the trick is knowing your target list of companies and having your message ready to make an impact with that ideal audience. Vajre says the challenge occurs when companies attempt to play the volume game, trying to run

anything and everything on those accounts. "An ABM approach means you're going to be strategic, with personalized activities and content, looking at results focused on business outcomes as opposed to vanity metrics, such as marketing-qualified leads," Vajre says.

At Terminus, for example, Vajre and his team use a very personal approach, creating videos on their laptops and cell phones to send to prospects. The team does things such as invite them to events and ask them for a call to connect. Vajre says it works because it's a connection on a personal level, rather than a sales rep sending an email blast from his email address. Human-to-human connection, he says, is the key. One of Terminus's clients, Domo—a company that claims to "connect businesses to the data they need"—launched a campaign called "Wake up with Domo." The company developed the theme with quotes from their clients, such as "Domo is the first thing I do in the morning," "It's like my morning coffee," and "A perfect way to start the day."

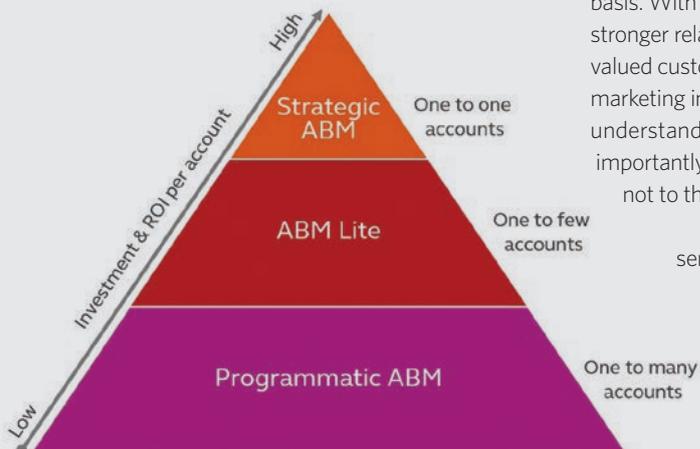
"They created a comprehensive ABM campaign that included direct mail with a branded

Recent research from ITSMA showed that 84% of B2B marketers agree that ABM has the highest ROI of any type of marketing strategy or program.

Bev Burgess (*A Practitioner's Guide to Account-Based Marketing*). Senior Vice President/ABM Practice Lead at ITSMA, explains the three types of account-based marketing:



Bev Burgess
Author, Senior VP and
ABM Practice Lead at ITSMA



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Strategic ABM:

Creating and executing highly customized marketing plans for individual accounts

This original ABM approach is usually reserved for strategic accounts and executed on a one-to-one basis. With strategic ABM, account teams build stronger relationships with a company's most-valued customers and prospects via highly targeted marketing interactions that demonstrate in-depth understanding of their business issues. Most importantly, strategic ABM is done with clients, not to them, to drive value for both companies.

With this approach, a dedicated, senior-level marketer works directly with one or a few strategic or key account teams on the sales side as well as crafts fully customized individual marketing plans and programs as an integral part of the overall account plan.

ABM lite:

Creating and executing lightly customized programs for clusters of accounts with similar issues and needs

This is a one-to-few model, typically applied to groups of strategic and/or second-tier named accounts. With ABM lite, marketing programs and campaigns are typically focused on small groups of accounts rather than on individual accounts, usually 5 to 10 that share similar business attributes, challenges, and initiatives.

Collaboration with sales is focused mainly on key decision points, such as which accounts to target, which business issues to highlight, which propositions to promote, and how to tailor existing content for these one-to-few programs and campaigns.

coffee mug, coffee, and a newspaper with the headline 'Wake up with Domo,'" Vajre explains. "They also developed additional digital content and advertising to target a best-fit set of accounts. It's really clever."

That all sounds well and good, but if sales is becoming marketing oriented, the question is, on whose shoulders will the ABM work fall? The secret, Vajre says, is for both marketing and sales to work closely together as what he refers to as a "smarketing" team.

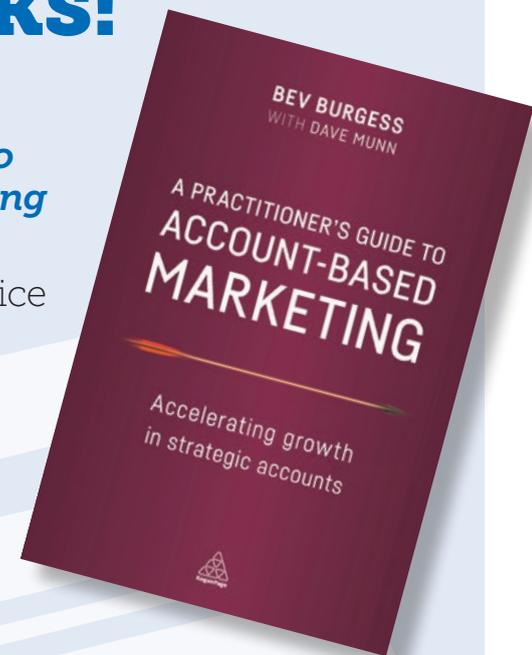
"For too long in the B2B world, marketing has been focused on lead generation to provide sales with tons of leads," Vajre says. "Well, salespeople aren't called 'lead executives.' Salespeople are called 'account executives,' because they close accounts. It's time for marketing to get with the program and stop focusing on marketing-qualified leads and shift to marketing-qualified accounts. Marketing needs to have some skin in the game, and their success metrics should be tied to company goals and revenue, just like salespeople." ■

Learn more about account-based marketing from the experts.

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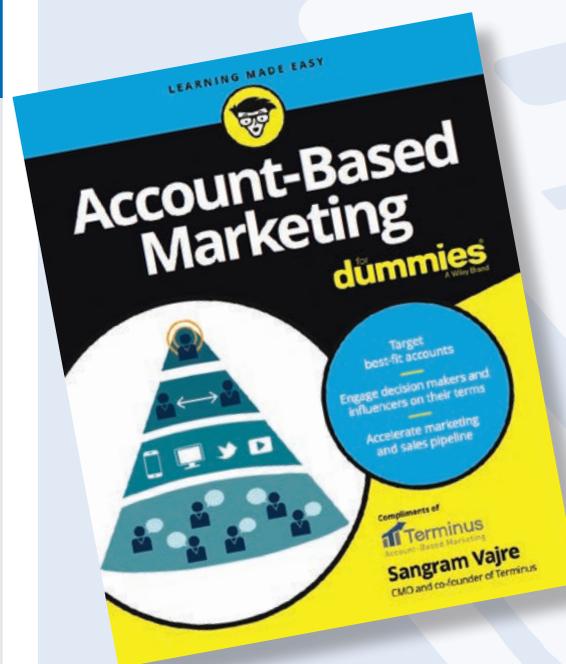
A Practitioner's Guide to Account-Based Marketing

Bev Burgess, Senior Vice President and ABM Practice Lead at ITSMA



Account-Based Marketing for Dummies

Sangram Vajre, CMO and Co-founder at Terminus



Programmatic ABM:

Leveraging technology to tailor marketing campaigns for specific named accounts at scale

This is the newest approach to ABM. With programmatic ABM, marketing shifts its traditional focus from generating, nurturing, and tracking leads by individual to an account-based view. This one-to-many approach is possible due to the latest technologies that enable razor-fine targeting, analytics, and personalization across hundreds or even thousands of identified accounts. With just one marketer working across hundreds of accounts, programmatic ABM is much less marketing-resource intensive and can provide coverage far beyond strategic ABM or ABM lite.

Programmatic ABM can and should be aligned with the company's sales-coverage model. Companies use programmatic ABM to target specific segments (e.g., horizontal or vertical markets) or other groups of named accounts selected from across an overall market.

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My Working Day

Thomas Weid, Print Production Manager

As Manager of Print Production, I oversee all facets of print campaigns that my agency executes on. Not only am I responsible for producing and delivering projects on time and within budget once they have been designed, I am also intrinsically involved in the planning of print projects.

My colleagues and I are constantly challenged to devise ways to make a printed piece more alluring and engaging to the end user, while being cognizant of cost. In my role, it's not just important, but also necessary, to understand different print techniques, creative coating treatments, size options, folding

and structural graphics techniques, paper stocks, and digital and mobile marketing applications that can work with print. We look for ways to bring conceptual designs to reality, while matching the needs and goals of the client with the vision of the art director. Throughout this process, I manage timelines, costs, and client expectations.

Q: Print has evolved over the last decade, and some would say it's destined to disappear as consumer experiences become more digitally focused. Your thoughts on that?

TW: While digitally focused campaigns are, without a doubt, much more prevalent than ever before, print remains a vital part to any marketing campaign. As a matter of fact, print has become the more widely accepted and desired form of brand communication to consumer audiences in the past five years than any other form of marketing. People continue to be very receptive to

advertising campaign. This is not a negative aspect of my job, but rather a very interesting challenge that print professionals continually face. I believe the key to keeping print relevant in today's world is to ensure that it can coexist with digital technologies as well as work hand in hand and complement digital aspects within a marketing plan.

Q: Most rewarding part of your job?

TW: The most rewarding part of my job is when the ideas and information I provide during the initial planning and brainstorming stages of a project are

they can enhance the value and appeal of the printed piece.

Q: What other people or departments do you directly interact with on your projects?

TW: I work with multiple departments within my organization, which has given me the opportunity to gain knowledge outside of print and take a well-rounded approach to my projects. We try to not operate in silos, and we share and learn other marketing and production skills and applications. Knowing how different departments are contributing to each project helps

specifications and file preparation to make sure that when a printer receives our files, they are as good as gold.

Q: Are there any emerging technologies that have you on the edge of your seat?

TW: Just when you think, "What else can there be?" you hear about groundbreaking technologies such as sound-sensitive and heat-sensitive inks or antimicrobial coatings. I've encountered holograms and 3-D printing as well. Virtual reality is coming onto the scene, and that's quite interesting. I am always interested in learning about any digital marketing technique that plays well with print. That combines the best of both worlds and almost always yields higher returns. When my print vendors can bring me information and examples of any new technologies, I always share it within my team.

Q: What advice would you give to graphic designers and marketers who work directly with print vendors?

TW: I highly recommend that you approach the relationship as a partnership. Print vendors have a vast

"The Print Production Professionals group through LinkedIn is a tremendous resource for me. I'm able to connect to fellow contacts in our business, and you can see what other organizations are doing in the print world. The group is also very helpful to keep tabs on what conventions and shows are occurring and how you can register for them."

print and direct mail, while our inboxes have become receptacles of overlooked and ignored brand-marketing messages. The fact is, some messages are better communicated via print. And study after study shows that the tactile traits of paper can be much more effective than an electronic screen. Not all communications are better suited to an electronic device, which is where paper and print has again found itself and continues to maintain its niche and purpose.

Q: What's the most challenging part of your job?

TW: The most challenging part of my job is to maintain that print can still greatly enhance a company's

integrated into the production of the piece. I spend lots of time researching unique and interesting ways to make print more valuable and engaging. From attending various shows and seminars to finding inspiration in samples, I make sure my internal teams are aware of the latest print technologies.

Q: At what point are you involved in a project?

TW: My agency does in fact get the Print Production Department involved in the front-end strategy of campaign concepts to ensure that what we propose to our clients can be done within their budget and time frame. It's at this conceptual stage that I show our vendors' various capabilities and how

me to determine how I can best assist them. As an example, Account Services is engaged in the most client-facing interactions, and from them I can gain insight into the client's goals and purpose for the campaign. Working with our art directors and graphic designers, I approach the project from their perspective, learning their creative vision. We talk through how that translates into the actual physical piece as well as consider paper options, finishing techniques, and special requirements, such as USPS guidelines if it's a direct mail project. I also work very closely with our prepress team. They are the nuts and bolts for all our print jobs, and they make us look good! Together, we work on the exact print

amount of knowledge about how their capabilities and equipment can translate into options and applications for your projects. Provide them with as much information as possible about your job, and you will be impressed with how many solutions they can deliver, from creative to budget. The best account reps and companies not only know their equipment and capabilities, but also understand how to apply it to your project to achieve great results. You expect them to have knowledge of print, but they also are a resource for mailing programs and USPS guidelines, and they can offer options to incorporate digital marketing into your print as well as tracking mechanisms to monitor engagement and conversion. ■

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66% of respondents are more relaxed and receptive when reading a printed magazine compared to 18% who feel more relaxed and receptive when reading a magazine from a mobile device.



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