Embrace Lifecycle Marketing
– by Cecylia Cackowski, Director of Digital Solutions

While communicating with customers in a consistent, automated, and relevant manner is essential in the ever-changing new age of the connected customer, many marketers just don’t know where to begin. Misinformation and myths abound regarding what is truly required to implement an automated one-to-one strategy.

This article will detail a simplified approach to developing a lifecycle marketing program—one that focuses on individuals and their journey with your brand.

It all starts with thinking about your email recipients in three distinct ways: prospects, engaged customers, and lapsed customers. Prospects are individuals who have taken some action and have expressed an interest in your communications, but they need encouragement to learn more about your brand before moving to deeper engagement. Engaged customers are actively involved with your brand and expect to receive your communications. Your goal is to make them feel welcomed and important. Lapsed customers are those who have not either purchased from you or interacted with you in a while. This group needs to be looked at in more detail to identify which ones should no longer receive communications and those who are worth reactivating. Once you have segmented your audience into these three different behaviors, you are ready to unleash the power of lifecycle marketing.

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Move Over, Millennials—Here Come the Plurals
– by Cyndi W. Greenglass, Senior Vice President of Strategic Solutions

In 2014, the last Millennial turns 18 and will graduate from high school. It’s a significant milestone for the largest and most influential adult population in America’s history. Right below the Millennials is the generation of those 17 and younger, which has been dubbed the “Pluralist Generation.” This new group has begun to influence the way marketers look at the youth-, tween-, and teen-targeted markets. According to Magid’s white paper on the Pluralist Generation, no one knows how this cohort will develop over the next 10 years, but initial trends are starting to emerge.

Plurals have been impacted by the following major events in their lives:

- The continual erosion of dominant media
- The rapid emergence of fragmented and niche-based voices
- The power of ground-up consensus building
- The bold contrast of Gen X and Baby Boomer parenting styles
- The second-longest economic decline in U.S. history

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Dear Colleague,

On Comcast’s news homepage, there was a recent article titled “Brands That Went Away.” Most of the names were recognizable, some were not, but the stories all had a familiar ring to them. While these companies had been successful for a time, changes in the landscape eventually made them obsolete because they lacked the vision and/or the willingness to change.

Regardless of whether you manufacture a product, provide a service, or distribute a product, there are always competitors who are looking for ways to change and improve the customer deliverables every day.

**The reinventor should always be you, the provider**

This way, there will be a place for your services for years to come. I would rather be the last buggy whip provider that evolved into the first Jiffy Lube than one of the first computer manufacturers that had a great early vision but got lost along the way. Are you familiar with Wang computers? Maybe not—they are now gone.

For years, Diamond Marketing has provided physical communication material to acquire new clients and members, up-sell/cross-sell existing clients, and communicate provider/service activity to existing clients, members, and patients. That alone does not distinguish us from our competitors providing similar services. Only a vision of what could be separates us from the pack in sustaining a thriving business model. That vision starts with a close client relationship and always requires adaptability.

With change in mind, we planned several new initiatives for our fiscal year 2015. The first of these is our new division, Diamond Healthcare Communications. You will see a profile of DHC in the “Spotlight” article of this issue of Frontrunner. Today, Diamond Healthcare Communications services over 1,000 providers with patient communications.

Another major change in FY 2015 is the relocation of our corporate headquarters. Our new facility occupies 200,000 square feet in Carol Stream, Illinois. This move will combine our current St. Charles and Bloomingdale facilities to improve administrative efficiencies and eliminate redundant operational activities, providing a brand-new work environment for all.

In the Fall edition of Frontrunner, we highlighted our DiamondView print platform, which supports project management, job activity, file processing, and mail tracking. In addition, we have created a new division dedicated exclusively to supporting the growing and evolving demand for DiamondView services.

To stay ahead of the curve, Diamond Marketing Solutions has implemented these changes over the last few years:

- We needed better tools to help our clients manage projects within our production facilities; we created **DiamondView**.
- We needed a more robust e-statement solution that included archiving and single sign-on retrieval and delivery; we acquired **BIT Statement Processing**.
- We needed greater visibility and branding in the healthcare marketplace as we were servicing over 1,000 different providers with their patient communications; we created **Diamond Healthcare Communications**.
- We needed an expanded view of all details relating to data receipt, processing, print, inserting, and in-home delivery verification of mail; we expanded the functionality of our DiamondView client management tools and will create a new division to support future needs.
- We needed a more efficient environment to execute all of these plans, we committed to a new 200,000-square-foot corporate facility.

These are only a few of the many developments we have planned for FY 2015 at DMS. The primary goal is always to improve, to provide alternatives for our clients' communication needs, to embrace technology as it affects our business, and to be willing to change to stay ahead of the competition.

Sincerely,

Mark D. Peterson
President and Chief Executive Officer
Diamond Marketing Solutions
Dear Colleague,

I hope that you enjoy this issue of *Frontrunner*, which shares ideas on how to manage change. Please make note of the address of our new corporate headquarters.

Michael Nevolo  
630-845-7170  
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**You can only be new once**

Lifestyle marketing begins with tailoring your communications to each individual within these distinct groups. While each lifestyle is important, starting out on the right foot at the beginning of your relationship is the most important of all. At this early stage of your relationship, prospects and subscribers are more likely to engage with you if you prove that you are relevant to their needs. Studies have shown that new subscribers and prospects who become engaged early in the communication process will often remain engaged with your brand for an extended time. To maximize this first impression, start out by welcoming new subscribers and prospects through a formal onboarding series. Deploying three or more emails over a short period of time, this communication strategy goes on to include unique messaging, offers, and calls to action that encourage early engagement.

**Don’t be a one-hit wonder**

Once customers are engaging online with you, your goal is to position your brand in the best light and show them that you value their time and their privacy. Ongoing communications may include newsletters, promotional offers, loyalty program status updates, and up-selling of products and services. Layering in automated trigger communications can also be extremely effective, delivering over 100% higher click rates than “business as usual” emails.

**Out of sight, out of mind**

High-value lapsed customers can be reactivated with strategically created reengagement communications, which are initiated after an individual has failed to interact with you for three to six months. This could mean that your emails aren’t being opened or that the person’s online behavior has changed from active engagement to no engagement.

**Relationships work with a little effort**

Long-lasting relationships take work, but with the right lifestyle marketing approach, you can ultimately win in this age of the connected customer. If you are not sure how to proceed, I urge you to begin today by implementing basic lifecycle segmentation into your email campaigns. It’s the start to creating memorable experiences that yield lifelong success.

Want to discuss ideas together? Feel free to contact me at ccackowski@dmsolutions.com.

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Our new corporate headquarters is now open for business!

900 Kimberly Drive  
Carol Stream, IL  60188

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October 31, 2014
In addition, Plurals represent the most ethnically diverse generation to date, with only 55 percent being Caucasian, compared to 72 percent among Baby Boomers.

Psychographics of Plurals
Current research indicates that, counter to conventional wisdom, Plurals are the least likely to believe in the concept of the “American Dream.” This lack of optimism, combined with their lack of trust in adults, is a key attitude that marketers will need to consider as they communicate with this emerging consumer group. While Plurals may have their feet firmly planted in the pragmatic world, they show considerable hope. They describe themselves as “hopeful” and “proud,” but are also more likely than adult generations to say “pleased” and “energized,” which suggests an eagerness and willingness to take on their imminent responsibility of ushering in change.

Plurals embrace diversity in all of its splendor. Their social circles are more diverse than those of older generations, and they are more likely than Baby Boomers, Gen Xers, and adult Millennials to have friends and acquaintances who are African-American, Hispanic, Asian, mixed race, Muslim, Evangelical Christian, middle-class, or very wealthy. Furthermore, more than half of Plurals agree that they would like their social circle to become even more diverse.

Media Consumption and Attitudes of Plurals
Today’s teens are consumed by media, and they are frequently multitasking. Their simultaneous activities may include social networking, viewing video, exchanging instant messages, viewing graphics and photos, listening to music, watching TV, playing games, looking up information, and catching up on the news.

Plurals also divide their media usage among many platforms: cell phones, iPods, tablets, gaming devices, televisions, computers, and printed materials. They use different devices for different purposes in different places.

Teen use of mobile has skyrocketed. It is not all texting and talking, nor is it just rich kids with data plans who can do more on their phones. Social networking has likewise soared in importance, becoming indispensable and ubiquitous in the lives of most teens, especially older ones.

Here are some specific statistics on Plural media usage from three important studies:

- Technology has powered an explosion of media usage among young people in the last five years—so much so that young people spend about as much time consuming media every day (7 hours, 38 minutes) as their parents spend working, according to a study of 8-to-18-year-olds by the Kaiser Family Foundation.

- Factoring in the additional media consumed in multitasking, young people pack 10 hours’ worth of media content into every day. That figure does not include time spent talking or texting on cell phones or using computers for schoolwork. This is an increase of almost two hours of daily media exposure in the last five years.

- Online readership does not make up for the loss in print readership. Plurals surveyed by the Kaiser Family Foundation reported spending an average of two minutes reading newspapers or magazines online in 2009. Those who said they do read print newspapers spend an average of 14 minutes a day at it, down three minutes from 2004. This trend continues today.
• The Kaiser study also points out that the cell phone’s transformation into a media content delivery platform and the widespread adoption of the iPod and other MP3 devices have facilitated an explosion in media consumption among American youth. This has allowed and encouraged young people to find even more opportunities throughout the day for using media and has expanded the number of hours when they consume media, often while on the go.

• Plurals also have access to media at more times and in more ways than ever before—in their homes, bedrooms, cars, and pockets.
  o Homes: More than 90 percent have televisions, DVD or VCR players, radios, and computers in the home, while 84 percent have both Internet access and cable or satellite TV.
  o Bedrooms: A growing number even have a television (71 percent), computer (36 percent), and Internet access (33 percent) in their bedrooms.
  o Cars: 37 percent have either built-in or portable televisions or DVD players in their cars.
  o Mobile: Two-thirds own a cell phone, three-quarters own an iPod or other MP3 player, almost 60 percent own handheld videogame players, and 29 percent own laptops.

What is the bottom line for marketers?

Even though Plurals are moving toward establishing autonomy and independence, teachers and parents remain an important influence in their lives. Developing messaging and promotions that communicate with this new cohort while keeping the adults in mind will require finesse and creativity. Ultimately, marketers will need to remain flexible and be willing to reinvent themselves to meet the growing needs of this next generation of American consumers. I look forward to seeing them forge their autonomy and take us marketers to new heights.

Fast Facts:
The Pluralist Generation, a.k.a. Plurals, in 2014

Current Age: 17 and younger
Born: 1997 – present
Size: ~72 million
Ethnicity: Caucasian 52%
Hispanic 25%
African-American 14%
Asian 5%
Other 5%
Introducing Diamond Healthcare Communications (DHC) – by Jim Ransel, Vice President/General Manager/DHC

Your Revenue Cycle Management Solution
As self-pay healthcare expenses escalate, it’s crucial that hospitals and clinics create print statements that patients can easily understand and trust to be accurate. Yet too many providers rely on a dated, one-size-fits-all approach to print statements, which means patients often don’t understand—and therefore don’t pay—their bills.

To meet the increasing need for clinical, financial, and patient connectivity solutions, we have added Diamond Healthcare Communications to our growing family.

Diamond Healthcare Communications (DHC) provides revenue cycle management access and tools to improve patient care, enhance financial management, and interact with patients and other healthcare providers. This next-generation statement solution can help you accelerate collections and assist you in creating a more positive patient experience—a cost-effective approach to print management that can support increased business-office productivity and reduce costs. Revenue cycle management allows you to:

- Accelerate self-pay collections
- Increase staff productivity
- Reinforce the positive brand image of your organization
- Facilitate your e-suppression strategy
- Enhance the post-discharge patient experience

Appealing, easy-to-understand statements
Diamond Healthcare Communications’ patient statements follow the HFMA Patient-Friendly Billing guidelines. You can customize statements to create more appealing and more effective communications that patients can easily understand.

Accelerated self-pay collections
By creating targeted custom statements, your patients are more likely to understand each mailing and its expected action, which could lead to increased collections and cash flow. While supporting your efforts for increased collections, reduced costs, and greater staff productivity, our solution can help improve your overall financial performance.

Customized communications to meet your goals
Managing patient engagement is key to achieving your strategic goals. Our revenue cycle management solution lets you add custom messaging to your statements and include multiple inserts in each mailing. This creates opportunities to target patients with strategic messages in order to support marketing initiatives and reinforce your positive brand image.

Visibility into your processes
Diamond Healthcare Communications believes that your processes and our production should never be a mystery. That is why DHC can also offer DiamondViewSM—our billing print platform that allows users to create, generate, launch, and manage the printing of their billing documents. It supports both industry-standard and client-specific billing requirements.

Implemented as one integrated web-based system, DiamondView offers Mail tracking, E-statement integration, Detail drilldown, and Targeted messaging.

Learn more about DHC by contacting your Account Executive.
Postal Changes Are Coming
– by Don Harle, Vice President of Postal Affairs

Mailers have seen massive changes in the USPS during the last several years. Here are three more changes that are coming our way:

1. **Network downsizing** – During 2015, the USPS will consolidate an additional 82 mail processing facilities as the Network Rationalization Plan is completed. It consolidated 141 facilities during 2012-13 and will end the project with about half of the number of processing facilities that were operated in 2011, for a total annual savings of $1.6 billion. Based on 2012-13 performance, we do not anticipate significant delivery problems.

2. **Real-time in-home delivery scans for all mail** – The USPS plans to provide mailers with virtually real-time carrier delivery scans for First Class and Standard Mail, hopefully by the end of 2015. This would be a major step forward from the current tracking system, which provides next-day scans taken at the last mail processing facility. The data will offer interesting multichannel marketing opportunities for mailers.

3. **The end of CPI-based rate caps** – The USPS rate increases have been limited by CPI rate caps since 2007. Under current law, these caps expire in 2016. The law requires the Postal Regulatory Commission to propose a new rate-setting system by 2017. While the mailing industry would like to think that Congress will finally enact postal reform legislation, we should expect significant changes in the rate caps if they survive.

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**Inc. Selects Diamond Marketing Solutions for Prestigious Ranking**

*Inc.* magazine named Diamond Marketing Solutions to its 33rd annual Inc. 5000, an exclusive ranking of the nation’s fastest-growing private companies. The list represents the most comprehensive look at the most important segment of the economy—America’s independent entrepreneurs.

“*Diamond Marketing is proud to be recognized by Inc. for our continued growth. Having a strong vision separates us from the pack in sustaining a thriving business model. That vision starts with a close client relationship and always requires adaptability,*” said Mark Peterson, CEO.

The 2014 Inc. 5000 is the most competitive crop in the list’s history. The Inc. 5000’s aggregate revenue is $211 billion, generating 505,000 jobs over the past three years.

“What doesn’t change is the fearsome creativity unleashed by American entrepreneurship,” said *Inc.* President and Editor-in-Chief Eric Schurenberg.

Diamond Marketing Solutions is proud to be recognized by *Inc.* and to stand side by side with companies such as Yelp, Pandora, Timberland, Dell, Domino’s Pizza, LinkedIn, Zillow, and many other well-known names that gained early exposure as members of the Inc. 5000.
We hope that you enjoy this issue of *Frontrunner*, which is chock full of communications solutions for changing times.

**Mechanical Notes:** *Frontrunner* measures 5.5” x 10.5” when folded, which meets the booklet size requirement for the USPS letter-rate category. It is printed on 80-lb. velvet text, 4 color over 4 color, full bleed. It was digitally produced on the DMS 4-color digital press. This “booklet” requires three non-perforated tabs per USPS automation rules. It was mailed at the Standard Rate postage category using an indicia.

The following DMS services were used to create this publication: Design, Copywriting, Printing, Data Processing, Postal Presort, Trimming, Saddle Stitching, and Tabbing.