



The Latest Marketing News

Provided by your Specialist for Marketing and Related Clusters – Sharon Acuff

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This newsletter is meant to give you news and information from the Marketing program area.

Contents

[Work-Based Learning Forms Are Available in Word Format](#)

[Eight Examples of Brilliant Instagram Marketing](#)

[Augmented Reality: Eight AR Marketing Applications for Brands in 2019](#)

[Why Sponsor Patches on MLB Jerseys Seem Prime for 2022](#)

[Types of Digital Marketing](#)

[Becoming a Skilled Collaborator](#)

[Articles of Interest](#)

[Quotable Quote](#)

Work-Based Learning Forms Are Available in Word Format

All the WBL forms referenced in the newly revised CTE Work-Based Learning Guide are available on the CTE Resource site so they can be edited by your school division.

However, remember on the training agreements, you must include all the Department of Labor and Industry criteria listed, but can add other items appropriate for your school division.

All forms are listed by type of experience under the heading Downloadable Forms at the following URL: http://www.cteresource.org/featured/work-based_learning.html. Web resources are also available for each type of experience.

Eight Examples of Brilliant Instagram Marketing

Since Instagram's inception, the platform has redefined social-media engagement. It is now the ultimate territory marketers set out to conquer, meaning competition is fierce and success has become increasingly elusive. But the good news is that thriving with Instagram marketing isn't about burning millions of dollars or hiring the most prominent influencer to share your posts.

Rather, it requires more of a more nuanced approach to making an impression on the right target audience.

To learn from those who have mastered this craft to perfection, here are eight cases of Instagram marketing success that any of us could gain tremendous insight from.

Read the article for details about the following:

- Kylie Jenner
- Lego
- Rent the Runway
- Jonathan Jadali
- Tesla Motors
- Airbnb
- Nike
- International Cricket Council (ICC)

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From: The Edge Marketing News

Augmented Reality: Eight AR Marketing Applications for Brands in 2019

With a growing number of companies like [Facebook developing](#) augmented reality (AR) glasses, there's a good chance AR marketing will be one of 2019's hottest trends. When a global marketing leader like Facebook goes all-in on augmented reality, you know brand builders are likely to follow their lead.

Personally and through my work in this space, I've seen some amazing use cases for AR in terms of training applications that have been developed on the Microsoft Hololens to help aid frontline workers with design and manufacturing.

But how do you use augmented reality to market your business, when you're likely unfamiliar with this new technology? What do you need to know about AR marketing to make it work for your company?

If you're a brand builder who wants to put the power of augmented reality glasses and AR technology to work for your business, bear the following crucial tips in mind.

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From: The Edge Marketing News

Why Sponsor Patches on MLB Jerseys Seem Prime for 2022

In 2004, Major League Baseball decided it would break out from its starchy ways and take a chance. Columbia Pictures reached out to work with the league on a promotion for the movie, Spider Man 2. The plan was to have a 6-by-6 inch logo for the movie on first, second, and third base for three days during interleague play. Instead, the promotion lasted just one day. The outcry in opposition to the small logo was so great, the league pulled back on the promotion. "We saw some of the polls on the Internet that said that 71 and 81 percent of the fans didn't approve of it," Geoffrey Ammer, president of worldwide marketing for the Columbia-Tri-Star Motion Picture Group, [told ESPN.com](#) at the time. "I'm a traditionalist," said then commissioner Bud Selig. "The problem in sports marketing, particularly in baseball, is you're always walking a very sensitive line. Nobody loves tradition and history as much as I do."

As always, that line continues to move.

Fast-forward to today, and the Spider Man 2 promotion may not seem as dramatic as it did back then. That fine line that Selig talked about has moved quite a distance. Major League Baseball's international games see sponsorship logos on helmets, and the NBA has had small patches on uniforms for sponsors since 2016. On Monday, Minor League Baseball announced that the Memphis Redbirds have partnered with Allegiant for the first on-field jersey patch in the Triple-A National Championship Game. One might expect more in the Minor Leagues next season.

[Read More](#)

From: The Edge Marketing News

Types of Digital Marketing

Broadly speaking, the term digital marketing encompasses any digital communication exchanged between business and customer.

Whether for promotional purposes, or to foster healthy customer/business relationships, the key point is that technology is used to create an ever strengthening bond between client and company.

But, think how many digital devices you alone have. Most people have a smartphone (8 out of 10 UK adults, according to [Ofcom](#)), and many will have devices surplus to that, a laptop, tablet, e-book or smart watch, to name but a few.

Every digital device offers an opportunity to communicate with your audience, be that via social media, email marketing, SMS, SEO targeting and more!

Below, we take a deep dive into 11 essential types of digital marketing, and explain how you can use them to your best business advantage.

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From: The Edge Marketing News

Becoming a Skilled Collaborator

Becoming a Skilled Collaborator

Step 1 for becoming a skilled collaborator is to take a good, strong look at yourself. Unless you can identify what you do best in a team situation, and what you do less well, you won't be able to improve. The team skills also apply to collaboration with individuals. As a start, measure yourself on the following skills and abilities. Place a plus (+) by each item you can say honestly that you do very, very well and a minus (-) by each you think others might say you need to improve.

- _____ Do I listen attentively without forming a premature opinion of what the speaker is saying?
- _____ Do I focus fully on the speaker without trying to multi-task?
- _____ Do I communicate clearly without adding unhelpful information?
- _____ Do I speak only if I have full knowledge of a subject?
- _____ Do I ask the right questions to get to the root of an issue?
- _____ Do I focus on big issues instead of thinking about less important questions?
- _____ Do I think "we" rather than "I" in situations?
- _____ Can I connect the dots between my ideas and those of others in order to see a situation fully?
- _____ Have I built relationships that cause people to trust my judgment?
- _____ Am I cooperative and willing to pitch in, even if I don't get credit?
- _____ Do I look for areas of agreement, instead of disagreement, in a situation?
- _____ Do I "sell" instead of "tell"?
- _____ Am I good at expressing appreciation to others who disagree with my ideas?

Each of the strengths highlighted in the questions above is important to becoming a good collaborator. If you placed a minus sign beside more than two questions, you need to work on your collaboration skills.

Action: Start a conversation with a classmate or friend about a problem you want to solve or a decision you need to make. After the conversation, check yourself on each point above. How many pluses and minuses do you count? If you have more than two minuses, what can you do to change? You might discuss subjects such as "What should we do together this weekend?" or "What is the best way for us to study for the upcoming test?" You might discuss with a coworker a situation such as, "Where is the best place to store all these new supplies that have been delivered?" or "How can we make this graph more attractive for the client?"

From: Career Solutions Publishing

Articles of Interest

[BMW's X2 launch takes Twitter by storm](#)

A brand new BMW model can get anyone's heart racing. But introducing its new X2 sport activity coupe on Twitter took it to a whole new level, generating more than 12 million video views and 70 million impressions. [See how the automaker sparked interest and excitement for its new car model by launching on Twitter.](#)

[Forever 21 files for bankruptcy](#)

Forever 21, the retailer once beloved of young women seeking a fast fashion fix, filed for Chapter 11 bankruptcy late Sunday night, in a move that the [New York Times](#) describes as a "reminder of how quickly the retail landscape is transforming."

Rumors emerged in August that [bankruptcy was a possibility](#), but the company didn't comment at the time. Now it has confirmed it's closing operations in 40 countries, including Canada and Japan, as well as shuttering up to 178 U.S. stores. Its website will continue, as will other stores in the U.S., Mexico and Latin America. Linda Chang, the chain's executive VP, told the Times that the bankruptcy process would "simplify things."

Forever 21 became popular in the early 2000s for selling cheap, disposable fashion, alongside the likes of H&M and Zara. Its rapid expansion, however, came as its target audience started to switch to online shopping; plus, questions are now arising over the ethical and environmental implications of fast fashion.

[Apple's plans for the movie business](#)

Apple is planning to release feature-length movies in cinemas before making them available on its streaming service, according to the [Wall Street Journal](#).

The Journal cites people familiar with its plans, saying Apple is talking to cinema chains about showing its movies for several weeks in theaters prior to their release on Apple TV+. In doing so, it hopes to attract big-name directors and talent and also avoid some of the clashes rival Netflix, which typically releases movies in theaters at the same time as streaming them, has had with cinemas.

The Journal says Apple has tapped Greg Foster, the former head of entertainment at Imax, to consult on the plans; he has experience working with the likes of James Cameron. One of Apple's first planned releases is "On the Rocks," directed by Sofia Coppola, which stars Rashida Jones and Bill Murray.

[Artificial intelligence tackled privacy policies](#)

Why it matters: Admit it ... you never really read every word of the privacy policies that accompany all the apps you use. Now, there's an app for that! And it uses artificial intelligence!

A new tool called Guard reads the privacy policies for various popular platforms (Twitter, Netflix, Tinder, Spotify, etc.) and grades them based on the privacy threats it detects. Guard is currently available in a website version, but there are plans to launch an app

version you can load on your phone. Who (or what) is going to read the privacy policy for *that* app?

Can eBay stay relevant in the age of Amazon?

eBay remains the second-largest e-commerce platform in the US and sales from the eBay marketplace grew 3% last year, but it faces a big challenge in remaining relevant in the age of Amazon. eBay also faces competition from niche players like Etsy and a growing group of resale sites, and changes made by eBay to win over new customers can alienate long-standing buyers and sellers, Marketplace Pulse CEO Juozas Kaziukenas said.

Survey: In-feed video ads spur Instagram users to buy

Some 31% of Instagram users have made a purchase due to watching an ad on the platform, with 27% of those being enticed to buy via an in-feed video ad compared to 12% via a Story video ad, Wibbitz reports. Additionally, 80% of respondents said how-to videos were their favorite content, followed by 66% who cited behind-the-scenes videos.

Sources: Walmart considers offers for JetBlack

Walmart is evaluating unsolicited offers of interest in JetBlack, the text-to-order concierge shopping service created two years ago by e-commerce CEO Marc Lore, sources said. Talks are preliminary and could cover a sale, spinoff, partnership or no deal for the startup, whose members reportedly spend an average of \$1,500 per month and provide the retailer with a rich source of customer shopping data.

Study: Sneaker sales set to outrun high heels

Sales of sneakers, skate shoes and other sport leisure footwear are on track to outpace sales of high heels and other dressy shoes, according to a study from NPD Group. The more casual category grew 7% over the 12 months through August, while the fashionable footwear category dipped 5%.

IKEA Place app now can show multiple items

IKEA is expanding its augmented reality app, which lets shoppers virtually place furniture in locations around their homes before buying. The Place app now can handle several items at once, so that users can see how they look together, or can show an entire collection in a particular room.

Chipotle's recipe for its turnaround: Digital marketing

Chipotle Chief Marketing Officer Chris Brandt credited digital marketing successes with helping the quickserve food purveyor overcome its food safety issues and boost revenue by \$1.2 billion in one quarter. The brand refresh included a more centralized marketing model, TV, digital and social spots using content highlighting employee routines, influencer challenges on TikTok and Venmo and Twitter promotions.

GM, Amazon drive Alexa engagement with vehicle integration

In 2020, GM is integrating the Amazon Alexa app into millions of its 2018 and newer cars, trucks and crossovers for its Cadillac, Buick, GMC and Chevrolet vehicles. Consumers will be able to tap into "tens of thousands" of Alexa skills, including playing

podcasts and adding products to their shopping carts, and the two firms will reportedly share data gleaned from the voice commands, according to CNBC.

Sam's Club to test affordable health-care service bundles

Sam's Club is launching a three-state pilot program to offer members bundles of health-care services such as dental and optical, in partnership with a group of providers. The plans, which will also offer \$1 telehealth visits via a company called 98point6, are designed to help members access services they would otherwise skip because of high deductibles, the retailer said.

NRF survey: Social media to inspire Halloween purchases

About 172 million US consumers plan to celebrate Halloween this year, spending an average of \$86.27 per person on candy, costumes, cards and decorations for a total of \$8.8 billion, according to a survey from NRF and Prosper Insights & Analytics. "Spending hasn't changed much over the past few years, but we are seeing a noticeable increase in consumers whose Halloween purchases are inspired by their friends, neighbors and even celebrities on social media," NRF President and CEO Matthew Shay said.

How Best Buy is coping with tariffs

About 60% of the goods sold at Best Buy are subject to US tariffs, but the retailer expects that to drop to about 40% next year amid supply chain adjustments, CEO Corie Barry said. "We're working closely with our vendors. We're bringing product in early. We're talking about mitigation strategies," she said.

Fighting back against fake reviews

The problem of fake reviews is almost as old as the internet. Data analytics company Fakespot is dedicated to detecting and pointing out fraudulent evaluations. Fakespot uses artificial intelligence algorithms to analyze and grade reviews and remove unreliable ones from a website. [Read more from NRF's STORES magazine.](#)

Quotable Quote

Are you looking out the window....or looking in the mirror? The mirror tells us, it is about us, not about the students.