

The Latest Marketing News

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

February 19, 2020

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

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SLC Update

SLC Judges

We are still in need of approximately 50 judges (and that is if everyone shows up!) for SLC. If you have chaperones or others traveling with you who are able to judge, please have them go to the link below to register.

If you are in the VA Beach area or have contacts in VA Beach who may be able to help with judges, you can pass that contact information along to Jean Draper (uvaodu@gmail.com) and she will do all the follow up for you – AND your chapter will receive the judge credit.

As a reminder: for every judge you recruit, your chapter receives \$40.

Judge sign up link: <https://vadeca.wufoo.com/forms/virginia-deca-slc-judge-form-2020/>

DRESS CODE

Please be sure you have reviewed the dress code with your students.

The full-dress code is on the comprehensive consent form. Of particular interest should be the following:

- ALL students (male and female) who are wearing a collared shirt must have neck wear (tie or scarf).
- Skirts must be to the knee – I encourage you to urge your girls to wear DRESS pants
- No boat type or canvas shoes. Must have DRESS shoes.

You can find an infographic with pictures of appropriate dress (and the neck wear clarification) on the SLC page of the website. <https://www.vadeca.org/state-leadership-conference>

STUDENT ID

Please tell your students to have ID with them for competition.

When checking in for competitive events, students must have identification. Acceptable forms of ID include driver's license, military ID, school ID (with picture), printout from guidance registrar (with picture), etc.

Encourage your students to take a picture of their ID in case they lose it – I bet they won't lose their phone!

COMPETITION SCHEDULES

Student schedules will be available on the registration site on Feb. 24. Login to the registration site and click the button – View Schedules.

ADVISOR DUTIES

Advisor duty list will be sent out Monday Feb. 17. ALL advisors will have a duty on Saturday for competitive event management. Please do not send individual requests at this time.

SHOP DECA

Shop DECA will be onsite again this year. You can find a sample of merchandise with prices on the SLC page of the website. Your younger students and those that are new to shopping with DECA may find it advantageous to check out the items and prices before arriving. <https://www.vadeca.org/state-leadership-conference>

Experiential Marketing Trends Forecast for 2020

Looking for a big bet to make next year? I believe experiential marketing is going to take center stage. The 2010s were the age of experience; now, 2020 has been teed up to cash in on the groundwork laid in the last decade.

Consumers are constantly shifting with moves in marketing and in the media. But now, more than ever, it is vital to invest in capturing the attention of those whose attention is being snatched from them at every turn.

When it comes to experiential marketing, there's reason to be optimistic. From local pop-ups to brand pavilions at the Olympic games, it seems like everywhere you turn, experience marketing is taking the right steps forward in competing for ever-diminishing consumer attention, and there are a few trends worth keeping an eye out for in this new decade.

Our experiential marketing agency put together an [Experiential Trends Report](#) of 10 effective trends and movements in experiential to keep on your radar in this new decade. Let's take a look at three:

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Twelve Essential Steps to Creating a Robust Digital Strategy in 2020

Looking to stay ahead the digital marketing curve?

Discover the planning must-haves for search, digital, voice, and omnichannel strategies in 2020.

On January 29, I moderated a sponsored Search Engine Journal webinar presented by Benu Aggarwal, President and Founder of Milestone Inc., and Bill Hunt, President, Back Azimuth Consulting.

They discussed the 12 steps you can take in order to create a robust digital strategy for 2020.

In the last 20 years, search has evolved significantly.

Search is no longer about simple keywords, but conversations across different devices.

The algorithm updates rolled out by Google used to be about fighting spam. Now they're aimed at enhancing user experience.

With all these changes, it is important to rethink how we're approaching search as it is becoming more conversational.

We've been trained to type abbreviated queries such as "restaurants", "pizza" or "Thai food" near me.

Here's a recap of the webinar presentation.

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Six Bad Social Media Habits to Leave Behind

Social media marketing is harder than it seems. To keep posting consistent, high-quality, and engaging content, you've got to have all kinds of personal skills, know your audience, and use the right tools. You'll have to keep up with social media trends and improve your work all the time so as not to fall behind your competitors.

In this post, we'll look at the mistakes that brands most often make when it comes to social media marketing.

1. Not listening to your audience

Most social media marketers are aware that people talk to brands on social media. Twitter is full of users complaining and questioning companies; brands' Facebook posts gather dozens of comments. Sometimes, social media crises happen: then, you can have hundreds of people addressing brand's social media accounts.

A common mistake is to leave social media marketing at that: to just watch and reply to comments addressed to a brand directly and ignore all other conversations.

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Why Sport Is a Critical Marketing Channel in China

Sport offers a unique opportunity for brands aiming to connect with Chinese consumers as the country's leaders aim to create a domestic sports industry worth \$850bn over the next five years and achieve cultural relevance on the global stage.

It's a bold vision, says Ajay Jilka, business director at Culture Group, writing in the current issue of **Admap** (topic: creating a sports sponsorship framework), and one that heralds a new era in sports marketing.

"We are seeing growing interest in sports sponsorship as a platform to support the brand building of Chinese brands (Huawei, Hisense, ZTE, Vivo) as well as international brands (Nike, Adidas, Unilever, KFC), all of which have signed significant partnerships with rights holders inside of China," he notes.

It's part of a long-term process that began with the award of the 2008 Olympic Games to Beijing. Domestic brands were able to use these as a platform to seek global legitimacy, while for international brands they were an opportunity to enter a fast-growing market; agencies set up local offices to service partners.

Since then, government policy has promoted grassroots sports and the result, says Jilka, has been "a tidal wave of growth opportunities for sports brands and consumer brands hoping to engage in the lives of young Chinese".

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Anyone Can Write

Anyone Can Write

Many strategies and skills can help you become a better writer, but if you follow four basic guidelines, you're guaranteed to write more effectively. The four are easy to remember:

Guideline 1 - Purpose. Be clear on the major purpose of each of your paragraphs. Revise and revise until you can state the purpose simply and clearly. See the underlined purpose in the paragraph below.

In my job as a child care worker, I assist the children with their arts and crafts activities. Two of the children, Eliza and Mark, frequently become emotional when their craft doesn't look the way they want and they give up. Ms. Watson, the lead teacher asked me to observe the children carefully and suggest what will encourage them to finish their craft.

Guideline 2 - Intended audience. Know who will read the document and write to their level of understanding. In the paragraph above, child care teachers and other child care workers will read your suggestions.

Guideline 3 - Clarity and coherence. To make clear and logical points, write simply and avoid extra words that aren't needed for the meaning of a sentence. Focus your writing on the central purpose. See the underline below that speaks to the purpose of the paragraph.

Eliza and Mark appear to be perfectionists who don't like to make mistakes. I note that they think about their craft for several minutes before starting to work. Therefore, many of the other children finish their craft faster, which makes Eliza and Mark feel they are too slow. They are prone to crying. I suggest that I, or another child care assistant, review the craft pieces with Eliza and Mark before they start gluing and pasting, so the craft is easier to finish in time.

Guideline 4 - Revise and edit. Good writing is not something that happens with the first draft. Experienced writers value quality over speed. They spend more time revising and editing than inexperienced writers. A document is considered well written when the reader is not distracted by sloppy language, misspelled words, typos, and incorrect grammar. The child care worker's document has been revised and edited to reflect good writing.

Action: For the example below, write a paragraph to Mr. Oerbeck. Underline the sentence that clearly and logically clarifies and expands the purpose.

Mr. Oerbeck's snow blower is due for delivery in three days, but it has not arrived at your store yet. A big snow storm is expected next week, and you must explain to this customer why the blower may not arrive before the storm.

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Patrick Mahomes Has Even More Endorsement Potential Than Peyton Manning

Pat Mahomes may become the NFL's first \$200million player but he can expect to earn double that amount in endorsements, according to a sports marketing expert.

The quarterback further enhanced his blossoming reputation by steering the Kansas City Chiefs to a first title in 50 years, with his performance in the 31-20 win over San Francisco 49ers enough to earn Super Bowl LIV MVP honours.

After a trip to Disneyworld and an open-top bus parade to celebrate the team's success, Mahomes now finds himself playing a waiting game as he looks ahead to the offseason.

A first-round pick by the Chiefs in 2017, he is moving into the last year of his rookie deal. There is no doubt that his employers will pay him; the question is more about how much he gets.

The 24-year-old is expected to sign the biggest deal in the league's history, yet the eye-catching number - whatever it ends up being in terms of overall value, and guaranteed money - is not the only chance Mahomes will have to cash in on his superstardom.

Asked if Mahomes could match his record-breaking new contract in off-field deals, Darrin Duber-Smith - a lecturer in marketing at the Metropolitan State University of Denver - told Stats Perform: "For sure.

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How Social Media Can Change the Game for a New Business

To become a successful entrepreneur, a new business owner must find ways to reach customers. Social media can make that easier.

The rise of social media as a marketing tool has had a major impact on businesses, particularly startups. Studies have shown that more people follow brands on social media than follow celebrities.

But while social media marketing can put a new business on the map, missteps can be made that are costly to the bottom line (and one's reputation).

There's good and bad social media marketing. As an entrepreneur, few of us are good at it. We can play around with it and learn about it, or throw a little money at it here and there.

Now that social media marketing is such a big business, you really have to find the marketing company that fits your business. Either way, through a company that focuses on it or doing your social media marketing in-house, it's imperative to learn what to do, and what not to do, if you want social media to be an effective tool to attract and retain customers.

Here are five ways to make social media work for your new business:

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Five Ways Marketing Will Change in 2020

With a new year (and decade!), we can all expect to see new marketing trends on the rise and being crucial to a companies and brands' success. As a marketing professional, and one that loves to dive headfirst into all the content around marketing possible, I've deciphered what the 5 biggest trends of 2020 are shaping up to be.

Now, I'm no fortune teller with a crystal ball, but I am a huge fan of data and research, and the facts and figures are in the favour of these forecasts.

[Consumer Mindset Shifting Towards Privacy Concerns, Social Responsibility and the Digital World](#)

Every year sees massive shifts in consumer mindsets: what we care about, how and why. With technology on the rise, the planet warming and political divisiveness more intense than ever before, expect more concerns around privacy and greater care for social responsibility.

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Will Coca-Cola Zero Sugar Powerade Sports Drinks Make a Big Splash?

Coca-Cola's new Powerade products come as PepsiCo's Gatorade is seeing a resurgence in the sports drink market, [according to CNBC](#). Between Gatorade and Muscle Milk, PepsiCo has a 69% market share by volume, according to data from Beverage Marketing cited by the business channel. With just 25% market share currently, Coke latest innovations look to better position Powerade to be able to grab more of the \$10.6 billion segment.

Showing the value Coke is putting on its sports drink line, the beverage giant said it is significantly boosting its media budget. The company is throwing additional marketing heft behind the Powerade brand by partnering with NCAA March Madness and the U.S. Olympic and Paralympic Team, with plans to launch full marketing campaigns for both properties.

These haven't been Coke's only moves in the segment. The company [bought a minority stake](#) in BodyArmor in 2018, indicating interest in potentially taking full ownership later. The sports drink, which markets itself as healthier than Gatorade, has seen sales steadily rise. [According to Inc.](#), BodyArmor's sales in 2018 reached more than \$400 million and were on track to reach \$700 million by the end of 2019.

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Nine Digital Marketing Predictions to See You Through the New Decade

As we welcome in the 2020s, experts from global digital partner and training provider [Jellyfish](#) share their predictions for what the next ten years hold for the digital marketing industry.

1. There'll be improved integration between search and social

The rise of social media-style search initiatives like Google Discover – which serves users personalised content in a news feed – is just a sign of things to come. That's according to Social Media Trainer Kineta Kelsall. She predicts “in the next few years, there'll be a targeting option within social ad platforms that lets you serve ads based on what users have searched for in Google. This will take us one more step towards synergy between search and social strategies, which is where I hope we can eventually get to.”

2. We'll see the rise of wearable tech as an ad platform

Digital Marketing Trainer Niki Grant believes that in the next decade, there will be more to fitness gadgets than just keeping their wearers active. “It's a space we're not using to its fullest extent yet as an industry, but I think we're going to see real ad content opportunities in wearable tech. I can see brands like Fitbit cashing in on this in the next few years.”

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Articles of Interest

[Bezos is an inventor, not just Amazon's CEO](#)

Amazon CEO Jeff Bezos is listed on more than 150 patents for inventions in areas such as logistics, devices and e-commerce, and he's done most of this innovation in the past decade or so, write Boris Groyberg and Tricia Gregg. CEOs who take a direct role in patents "expand their knowledge of core businesses and technologies, allowing them greater insight into new advances that could eventually drive their companies' success," they write.

[The McDonald's Monopoly game cooked up a \\$24 million crime](#)

Why it matters: The whole idea that the FBI was called in to bust a crime ring that was stealing game pieces from McDonald's Monopoly game sounds preposterous, but it's true. This documentary series tells the story of a crime that doesn't need to be super-sized because the bad guys made off with \$24 million!

[Infographic: Millennials still favor Facebook](#)

Research conducted by 5W Public Relations reveals that Facebook is the most popular social platform among millennials followed, respectively, by Instagram, YouTube, Twitter, Snapchat, Reddit, Pinterest and TikTok. Some 52% of millennials have clicked on an Instagram ad and 35% have purchased a product via the platform.

[Aerie turns recycled plastic into trendy swimsuits](#)

American Eagle Outfitters' Aerie lingerie brand has created a line of swimsuits made with fabric derived from recycled plastic bottles. Ambassadors dubbed Aerie Real Role Models will market the 10-piece Real Good Swim collection, aimed at younger consumers and priced from \$19 to \$54.

[Dunkin', Beyond Meat may team on more plant-based items](#)

Dunkin' Brands could expand its partnership with plant-based brand Beyond Meat after last November's test of a breakfast sandwich proved successful, Dunkin' CEO David Hoffmann said. "I think we've tapped into somebody health aware on a budget, and so we're getting new consumers," he said.

Quotable Quote

Don't believe in miracles -- depend on them.