

# The Latest Marketing News

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

October 31, 2019

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

Contents

[Top Five Not-So-Obvious Social Media Marketing Mistakes You Must Avoid](#)

[How to Plan a Viral Marketing Campaign](#)

[What to Do If You're Priced Out of Sports Sponsorship](#)

[Seven Skills to Turbocharge Your Digital Marketing Performance](#)

[Is Social Media Marketing Dying?](#)

[Fifteen Aspects of Communication and Marketing Every Beginner Should Know](#)

[Tampa Bay Lightning, Amalie Arena Switching from Coke to Pepsi](#)

[The Untapped Digital Marketing Potential of WhatsApp](#)

[Be a Smart User of Time](#)

[Articles of Interest](#)

[Quotable Quote](#)

## Top Five Not-So-Obvious Social Media Marketing Mistakes You Must Avoid

Before you even read this, make sure you aren't making either of the classic, obvious, [social media mistakes](#) — having a private profile or still using a personal account when you should switch to a business account.

OK, cool. Now that that's handled, let's get into some of the less-obvious, yet highly critical mistakes that I see most brands make in their social media marketing efforts. Are you making these mistakes too?

- Posting just to post
- Rigidly sticking to your "agenda"

- Too much product promotion, not enough social media marketing
- Lack of brand consistency
- Using LinkTree as your Instagram bio link

From: The Edge Marketing News

[Read More](#)

## How to Plan a Viral Marketing Campaign

Imagine you had a single post on Facebook generate more 42,000 interactions, reaching 2.8 million people. Imagine that the post was promoting a product that had real commercial value for your business. Now, imagine if you didn't even spend a dollar on it. That's the power of viral marketing.

[Denis Piszczek](#) is an entrepreneur widely known for coordinating powerful, branded viral marketing campaigns on Facebook and Instagram, including the example above, which he coordinated on behalf of Kinder Bueno. I sat down with him to understand how he formulates viral campaigns, both on his own Facebook pages, such as [Faktglaublich](#) and [Video Trends](#) - two of the largest viral pages in Germany -- and for clients all over the world.

From: The Edge Marketing News

[Read More](#)

## What to Do If You're Priced Out of Sports Sponsorship

You know you've truly made it in life when your hobbies demand you ignore the fabled 'three Fs' rule. For those who are just ostentatiously minted (as opposed to obscenely rich) the adage 'If it farts, floats or flies, rent – don't buy' is likely to be proffered by your chums in the VIP boxes as much as by your wealth management team at Coutts.

Horses, boats and planes are a liability: loss making frivolities that ensure that if you've just managed to claw yourself onto the Sunday Times Rich List, then you won't be staying there for long.

In the later pages of the Rich List, however, where the number of zeroes look like a queue of Minions, the three Fs rule is apparently less of a warning and more of a challenge.

From: The Edge Marketing News

[Read More](#)

# Seven Skills to Turbocharge Your Digital Marketing Performance

If you want to improve your digital marketing performance in 2019 significantly, one of the smartest moves you can make is to increase your skill level. Working on your skills not only allows you to enhance the quality of your marketing, but it also gives you an unfair advantage over competitors who aren't upgrading their brand-building skills continually. If you're a brand marketer, who hopes to leave competitors in the dust in 2019, following are seven essentials skills you should be upgrading.

- Improve your data analysis skills
- Improve your data visualization skills
- Improve your news analysis skills
- Upgrade your social media marketing skills
  - Search engine optimization
  - Copywriting skills are essential
- Video marketing skills will be crucial in 2019

From: The Edge Marketing News

[Read More](#)

## Is Social Media Marketing Dying?

Social media revolutionized life as we knew it. Platforms such as Facebook and Twitter magnified the celebrity spotlight, gave rise to new influencers, encouraged the flow of information, and became the go-to marketing and customer engagement tool for brands the world over.

The only problem is, some studies and digital marketing thought leaders are finding that social media is losing its mojo. To delve deeper into this issue we got in touch with a range of marketers to gauge their views on the health of social media marketing going into 2020.

### Diagnosing Social Media

First, let's look at some numbers. Buffer's study of 43 million Facebook posts found that Facebook engagement between 2017 and 2018 dropped dramatically, with the average engagement per image dropping from 9,370 per post in Q1 2017 to just 3,454 per post in Q2 2018, while the average engagement per video fell from 5,486 to 2,867.

Twitter has its own problems, the sheer number of tweets published daily (500 million per day, in case you were wondering), essentially makes it a noise machine, which impacts engagement and clicks. On an episode of his podcast, "Marketing School," Neil Patel also declared Twitter "dead," sharing that roughly only 2% of his 233,000 followers turn into website traffic each month.

From: The Edge Marketing News

[Read More](#)

## Fifteen Aspects of Communication and Marketing Every Beginner Should Know

Young professionals just entering the workforce often wish they had a quick guide to the key aspects of their field of work. This holds true for marketing and communications professionals as well, especially given how fast their industries are changing as new technologies and trends emerge that businesses need to adapt to if they want to survive.

While a comprehensive beginner's guide to marketing and communications is difficult to put together for this very reason, a lot of valuable knowledge comes with personal experience and connecting with industry peers. To help, 15 members of Forbes Communications Council reflect on the things they wish they had known when they started in their industry, and how they would have done things differently given that knowledge.

### 1. Marketing Is Forever Changing

When I was studying marketing in school, it was very cut-and-dry: "Here's what works, here's what usually doesn't." Since then, I've learned that marketing is never the same. It's always changing and that's why I adore it. What works today might not work tomorrow, and that's OK! I've learned to stay on top of my game with webinars, conferences or simply connecting with peers in the industry. - Amanda Dalrymple, Amanda Dalrymple Designs

From: The Edge Marketing News

[Read More](#)

## Tampa Bay Lightning, Amalie Arena Switching from Coke to Pepsi

The [Tampa Bay Lightning](#) and Amalie Arena are trading Coke for Pepsi.

PepsiCo. has signed a seven-year deal with the Lightning, replacing Coca-Cola Co. as the team's soft drink provider after Coke's deal with the team expired. Pepsi products — including carbonated soft drinks, water (flat, sparkling, carbonated, flavored), Muscle Milk, energy drinks, juice and tea — will be served for all games and events beginning with the Lightning home opener against the [Florida Panthers](#) on Thursday.

Financial terms of the deal were not disclosed. Pepsi (NASDAQ: PEP) becomes the team's sixth championship level partner, joining [Advent Health](#), [Dex Imaging](#), Spectrum, Chase and Heritage Insurance.

Amalie Arena will be the only major league sports venue in Tampa Bay to serve Pepsi products; Tropicana Field and Raymond James Stadium have deals with Coke (NYSE: KO). Coke's deal

with Tropicana Field made headlines in 2018 because Tropicana has been owned by Pepsi since 1998.

From: The Edge Marketing News

[Read More](#)

## The Untapped Digital Marketing Potential of WhatsApp

### The Untapped Digital Marketing Potential of WhatsApp

The numbers speak for themselves: 1.6 billion users over 180 nations. Further, it is the messaging king in 133 of those places. [WhatsApp](#)'s dominance shows no sign of slowing, which makes it all the more interesting that many marketers are only just coming to understand the [platform's full potential](#).

Smartphones and chat apps are ubiquitous in the lives of modern consumers, so Marketing through these platforms only makes sense. WhatsApp remains ad-free, but upcoming platform changes and the potential for [chatbot](#) integration offer unparalleled Marketing opportunities in an industry that [continues to bring players into the market](#).

This platform presents countless [Digital Marketing](#) opportunities – which the vast majority of industry players continue to ignore. Let's discuss how brands can put the chat platform at the front of their brand strategies and campaigns going forward.

From: The Edge Marketing News

[Read More](#)

## Be a Smart User of Time

Some things we do during the day contribute to high productivity on the job, such as completing important tasks, researching information needed for a project, meeting with coworkers, supervisors or customers, and organizing for the next day. Other things we do are time wasters that may not be productive.

### Avoid time wasters

While no one can be productive 100 percent of the time, you can use your time wisely by not wasting it on "low-value" activities. You diminish your productivity when you:

- Check email frequently
- Become distracted by mobile phone notifications
- Socialize unnecessarily

### Organize your day to fit your work habits

Do you have more energy in the early morning, or do you come alive at 10 a.m. or even at 3 p.m.? For the next three days, jot down how you feel at various times of the day.

Note the time and whether you feel alert, tired, focused, distracted, or some other way. Schedule your most important creative work for your high-energy times and routine tasks for low-energy times.

### Look at personal habits

If you have low energy wattage for most of the day, look at your eating and sleeping habits. Eating a high-carbohydrate breakfast and a mid-morning snack may increase your energy in the morning. A lighter lunch may help reduce sleepiness in the early afternoon. Or, simply, you may need to go to bed earlier.

### Set priorities

Doing the most important things first sounds like a no-brainer. Do you schedule priorities in their proper order, or do you do the most enjoyable things first. By completing the most important things first, you become more productive.

**Action:** Aggie works at Marshall's Landscape Center, and his To-Do list for today is shown below. Prioritize his work by writing a 1 by the most important task, a 2 by the next most important task, and so on.

- \_\_\_\_\_ Water plants in greenhouses
- \_\_\_\_\_ Begin to develop plans for display at next year's Spring Garden Show.
- \_\_\_\_\_ Put together Mrs. Goodwin's order for 10 a.m. pick-up.
- \_\_\_\_\_ Sweep workroom
- \_\_\_\_\_ Count tomato plants in the greenhouse for a report at tomorrow's staff meeting
- \_\_\_\_\_ Make suggestions for the customer satisfaction survey
- \_\_\_\_\_ Add supports to the hanging plant display
- \_\_\_\_\_ Fix the landscape center's sign that fell during last night's windstorm

© Career Solutions Publishing

## Articles of Interest

### [The NCAA relented on letting star athletes get paid](#)

**Why it matters:** The NCAA voted today to let college athletes get paid for their fame. The vote followed the recent passage of a California law that allows college athletes to sign endorsement deals and hire sports agents. Interestingly, the NCAA has been hammered for being slow to embrace change, but today's vote was unanimous.

**Just remember:** These initiatives are not about equality; they are about letting athletes in big-time sports get paid *for their fame*. So while a basketball star or quarterback of the football team will make a well-deserved chunk of change, it's not like swimmers or soccer players are gonna be rolling in the endorsement dough. If schools or the NCAA *really* want this whole thing to be about fairness and paying athletes for the time they dedicate to their sport, an hourly wage or seasonal stipend paid to *ALL* athletes would be the way to go.

### [The NCAA relents](#)

The NCAA made a move that could eventually pave the way for college athletes to make money from their personal brands. College sports' governing body has always opposed this kind of

idea, but it's under pressure from sports stars and from California's plans to let student athletes sign endorsement deals. Bloomberg News [reports](#):

The organization's board voted unanimously to have its three divisions consider bylaw and policy changes that let students market themselves. Still, the process will take time: The board set a deadline of January 2021 for changing the rules.

One thing isn't up for negotiation. The association says that though players might one day profit from the use of their name, image and likeness, "compensation for athletics performance or participation is impermissible."

### **All about HBO Max**

Does the "Max" in HBO Max's brand name refer to its big price tag? Viewers will be asked to shell out \$14.99 a month when it debuts in May 2020. Ad Age's Anthony Crupi [describes the price as "steroidal"](#)—it's more than double what Disney+ will charge and \$2 more than what Netflix asks for a standard plan. Granted, WarnerMedia's HBO Max will have a lot of content: 10,000 hours at launch. It will air everything from classic "Friends" episodes to Harry Potter movies to "House of the Dragon," a show set three centuries before the action of "Game of Thrones." Of course, there's another way of looking at this: It's the same price as linear HBO, but you get a lot more to watch.

**Also worth noting:** An ad-supported tier of HBO Max is coming—presumably at a cheaper rate. But it doesn't launch until 2021.

### **[The internet turned 50](#)**

**Why it matters:** There are a lot of stories flying around today about the "birth" of the internet five decades ago. This one is pretty cool because it focuses on the lab notes that came to be known as the "birth certificate" of the internet and includes a Q&A with a historian who talks about why the notes are so important.

### **[Alphabet reportedly offers to buy Fitbit](#)**

Alphabet has made a bid for wearables-maker Fitbit, sources say. Fitbit shares shot up 27% after the offer became public, taking the company's market capitalization to \$1.4 billion.

### **[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.](#)

### **[Amazon offers Prime members free 2-hour grocery delivery](#)**

Amazon is making two-hour grocery delivery free for Prime members in 2,000 eligible regions, from services including Amazon Fresh and Whole Foods Market. "I think that this offering is truly a game changer and that this is going to grow into one of the most beloved benefits of Prime," says Amazon's Stephenie Landry.

**Ad of the day:** The chicken sandwich wars are back. Popeyes' chicken sandwich—which was so popular it quickly sold out—is returning Nov. 3. That's a Sunday, and Popeye's is using the occasion to remind everyone that rival Chick-fil-A is closed Sundays, Ad Age's Jessica Wohl [writes](#). Also, don't worry, because "this time around, Popeyes is confident it will have enough product to meet demand," Wohl writes.

## **Ad Age's Top 5 Creative Brand Ideas**

Samsung's campaign with BBH to bring people's selfies into outer space is No. 3 on Ad Age's list of the week's Top 5 creative brand ideas. Check out the full list [here](#).

### **Video: How Amazon is rethinking returns**

Returns cost companies millions and create billions of pounds of waste. Now, [Amazon](#) is making the process more efficient in hopes of enticing customers with easy returns.

Forrester Research estimates 25% of items bought online are returned, with \$207 billion in returned commerce goods expected this year. Amazon was dumping millions of pounds of this unused inventory, but last month the company started instead donating some of it to charities in the U.S. and U.K.

### **Ex-Google exec on how to get your resume noticed**

[Google](#) receives over 50,000 job applications per week. Per *week*.

So it's no wonder their [recruiters](#) are picky. A resume with a typo in it is automatically rejected. But a more subtle problem with your resume could also get you axed from consideration: excessive length.

**Aced the interview? Use your thank-you note to make it an A+** There's a fresh perspective on the traditional job interview follow-up email - a viewpoint that goes beyond expressing your thanks (as well as your keen interest in the position). The strategy utilizes a four-step process to help you to [create your own digital response](#), no matter what the position, as a follow-up to your interview. Note that these strategies (not templates!) are designed for the critical interview follow-up email, usually sent within 24 hours after your interview. Here's how these [email reply strategies](#) can help you to change the conversation, and stand out from the crowd.

### **A 12-year-old entrepreneur lands a Target deal**

Gabrielle "Gabby" Goodwin, founder and CEO of [GaBBY Bows](#), has been working diligently at perfecting her products, building a brand, and being a student since the age of 7. And now, at just 12 years old, her products can be found on the shelves in 74 Target stores throughout the country.

### **LVMH bids for Tiffany**

LVMH is looking to acquire Tiffany in what could be one of the biggest shakeups in the luxury market for some time. Bloomberg News [reported](#) this weekend of a possible bid of about \$120 a share. That would value Tiffany at about \$14.4 billion.

Tiffany is a New York icon, of course, immortalized, as the [New York Times](#) points out, by both Truman Capote and by Audrey Hepburn in "Breakfast at Tiffany's" and known for its iconic blue packaging. But, it has recently struggled with stagnant sales and a slowdown in tourism. For LVMH, the move would provide its first major non-fashion American brand as it looks to raise its

profile in the U.S., and add to a jewelry portfolio that already includes Bulgari, Chaumet, Fred, Hublot and Tag Heuer.

### **25 years of the banner ad**

Yesterday marked the 25th anniversary of the humble banner ad. Ad Age's Garrett Sloane takes a [fascinating look back](#) at the history of the banner, from the first brands to use it (AT&T was one, with the enticing copy: "Have you ever clicked your mouse right here? You will." ) to the continuing debate over its effectiveness and how it's been "rejected, reviled and parodied by everyone from 'South Park' to '[College Humor](#),'" as Sloane writes. Nevertheless, it's still here and evolving—and it still has fans.