

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.

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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

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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.

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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.

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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

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Collaboration Is a Full-time Effort

In a full-time job, you will spend 8 hours, 5 days a week, working with many different people. Most of the time, you won't be able to choose your coworkers, but you will have to interact productively with everyone, even those you enjoy least. If you can't collaborate, your effectiveness will become less and less, and your job may be in jeopardy.

“Collaborate” is a term that applies to people who work together for a common purpose.

Often the word is used to refer to the activities of a team, but collaboration also occurs when individuals rely on each other as they help their company become successful.

These words that relate to collaboration will help you understand the term:

- | | | |
|--------------|---|---------|
| • Connect | • | Share |
| • Cooperate | • | Partner |
| • Coordinate | • | Unite |
| • Relate | • | Team |

To collaborate, you must know your role, your strengths, and how you can best contribute. A collaborator is expected to:

Share information, ideas, and suggestions.

Help others in becoming better informed.

Notify others of changes, delays, or problems in a timely manner.

Engage with others who may need support.

Action: Analyze the situation below. What advice do you give Ena and Jose for becoming better collaborators?

Ena and Jose have been coworkers for five years and usually know what the other is thinking. Their company has been going through a growth spurt, and Val was recently hired to be the third person on their crew. Ena and Jose are happy to have Val on their team. They complete their work each day and check in with Val occasionally to ask how she's doing. They have invited her to ask questions if she needs their advice, but mostly they leave her alone to learn her job. They hope she's ready for the big project their team will start next week. They wonder if she knows about it.

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Yelp Market Research Assignment

[Google Doc: Yelp Market Research Assignment](#)

Learning objectives for your students:

- Perform market research to understand product demand
- Analyze the competition and market saturation for these products
- Establish a Unique Selling Proposition (how to differentiate yourself)

The Powerful Employability Skill of Persuasion

Persuasion is the act of being influential. Without the ability to persuade, your ideas won't get far in the work world. By mastering the art of persuasive communication, you can win important backing from the people who matter most.

Persuasion destroyers. To become influential, it's important to first identify why good ideas, suggestions, or requests are ignored or rejected:

- *Assuming that because you think an idea is good others will also.* How you perceive a solution may be different from your coworkers or boss.
- *Trying too hard to look smart.* While you may be sure your suggestion is the right one, being perceived as a know-it-all will create a negative vibe.
- *Talking too much.* You can talk yourself out of being influential. "Talk less and listen more" is very important in persuasion.
- *Offering an opinion prematurely.* Not knowing what you don't know can lead you to speak up too soon. Trying to persuade without all the facts creates a barrier between you and those you want to influence.
- *Showing annoyance or frustration when your opinion or idea is not accepted.* Losers of athletic games are expected to show good sportsmanship. Accepting negative feedback or rejection of your idea is expected in the work world.

How does one become persuasive? You can become persuasive by putting these guidelines into action:

- *Know your audience.* Communication that persuades addresses another person's needs and desires, so identify the needs before trying to persuade.
- *Establish credibility.* To persuade, you must be able to back up your claims with examples, illustrations, testimonials, statistics, or other forms of influence.
- *Show the benefit.* It's easier to persuade if you can explain how using your idea will be beneficial.
- *Use appropriate body language.* If you come across as frustrated or hostile, fail to make eye contact, fidget or use other inappropriate body language, you will be seen negatively.

- *Control your facial expressions.* Your face is a mirror of your emotions. It gives away your feelings. Practice exhibiting an objective or positive facial expression.

Action: Think about one individual who has tried to persuade you about something that you rejected. What recommendation from the effective persuasive techniques would you recommend to the person? Have you tried to persuade and been rejected recently? How could you have approached the person differently?

Government Shut Down the Internet to Stifle Critics. Citizens Pay the Price – Lesson Included

[In this lesson](#), students explore how internet shutdowns affect people's lives around the world. They consider: Should internet access be a basic human right?

Articles of Interest

Party City to hire 25K for seasonal Halloween stores

Party City will open about 275 seasonal Halloween City stores in the US and create 25,000 temporary jobs to staff them this year, the company said. Around 10% of those new hires are expected to return for next year's Halloween season, and 15% of Party City's current employees got their start during the Halloween season.

Walmart putting its focus on fresh with Produce 2.0

Walmart is rolling out an initiative called Produce 2.0 to revamp its fresh food marketing, says Steve Bratspies, chief merchandising officer for Walmart US. The retailer plans to enhance customer-facing visuals and experiences inside stores.

Starbucks to test pickup-only concept in NYC

Starbucks will open a New York City location this fall that will be only for pickup, similar to the chain's express stores in China called Starbucks Now, where customers order via mobile app. The concept could eventually roll out to more US markets, to augment but not replace existing Starbucks cafes, CEO Kevin Johnson said.

Target teases influencer initiative

Target is readying to launch its #TargetTalent influencer initiative with a series of teaser posts appearing on social media from participants such as former Teen Vogue Editor Elaine Welteroth, "Queer Eye" host Bobby Berk and "The Try Guys" star Ned Fulmer, writes Geoff Weiss. The initiative is slated to launch on various platforms for a variety of the retailer's products and continue throughout the year, a departure from traditional one-shot influencer campaigns, Weiss reports.

Amazon expected to lead in voice-assisted holiday retail

Amazon is expected to lead the charge into voice-assisted retail this holiday shopping season. Amazon has been the leader in the market since it introduced the Echo/Alexa line, with Google trying to catch up.

Garmin unveils slew of fitness watches

This month, Garmin will release the Garmin Venu, VivoActive 4, VivoMove 3 and Legacy Heroes Series watches. The new watches are aimed at everyday fitness with extra health features.

Ad of the day: If you're a fan of "Rudy," the feel-good football movie from 1993, you'll be happy to know that it's getting a mini-sequel, courtesy of KFC and Wieden & Kennedy. As Ad Age's Jessica Wohl reports, actor Sean Astin reprises the role of the title character in a KFC commercial, but he's simultaneously playing Colonel Sanders. If you think it sounds wacko, you're correct. [Just watch it.](#)

Quotable Quote

Sometimes the most ordinary things can be made extraordinary.