

# 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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# VA DECA Day – November 6

Nov. 6 was VA DECA Day – I hope you were able to celebrate DECA with your students, faculty, school, community, etc.

All chapters who submit VA DECA Day activities will be recognized at SLC. VA DECA Day submissions are due online by Dec. 6. <https://vadeca.wufoo.com/forms/virginia-deca-day-response-form/>

## New Promotional DECA Flyer Posted

If you are looking for a quick one-page promotional item to use at display tables, with guidance departments, community members, etc. check out the new DECA At A Glance flyer posted on the website. It's on the Advisor Resource page (remember the password is TeachVA)

<https://www.vadeca.org/advisor-resource-center>

## DECA DLC Instructional Areas Posted

Instructional Areas have been posted and can be found here:

<https://www.decadirect.org/2019/09/30/2019-2020-district-event-instructional-areas-announced/>

## Initial DECA Membership Rosters Are Due November 15

Your initial membership rosters are due to DECA Inc. by Nov. 15. You may add additional members, alumni and professional members throughout the year.

As a reminder – if you increase student members by 20 more than last year, VA DECA will pay for one advisor or chaperone registration at SLC.

## Your Ultimate Guide to Brand Awareness

An outstanding [document](#) on brand awareness.

## The State of Influencer Marketing 2019

Influencer marketing is now practiced by 93% of marketers. Learn all about it In this great [report](#).

# Popeyes Chicken Sandwich Returns, but Will the Hype?

The company poked fun at a competitor in its announcement about the sandwich, which previously proved so popular that it sold out.

[Read more.](#)

# What's Going On In this Graph?

How much political experience does it take to be elected president?

[Read more](#)

# Should Blowouts Be Allowed in Youth Sports?

The high school basketball score is 97-27, the losing side is exhausted and demoralized, and the winning coach still has all the starters in — shooting threes.

It's only nine minutes into a youth soccer match but one team is up 13-0 — the losing team can't even get the ball past midfield.

Its 58-3 in the fourth quarter of a flag football game and the winning team is still designing trick plays to run up the score.

Have you ever participated in one of these kind of games as an athlete — either on the dominating team side, or the team getting crushed? Have you ever watched one of these games?

Read the entire [article](#) and the pose the questions to students that are included.

# Communication Is Essential for All Other Work

Read any job description and you'll almost always see "good communication skills" listed as a requirement. That's because communication is connected to all other work.

## **It's a virtual world**

Communication technology can be very fast. It allows employees to operate at a far distance from each other and from their place of work. They are able to meet "virtually"

from locations around the world, where they communicate through screens instead of in person.

Further, your instant messages and emails are delivered immediately. You get trending news instantaneously when it occurs. And you hardly can get inside the door of a store before an email arrives telling you which items are on sale today.

Some might say we are overburdened with communication.

### **The social media role**

Social media has changed the way we communicate. There are currently 2.8 billion social media users worldwide. This means that over a third of the world's population is using some form of social media to communicate. We use words and pictures to get our messages across in Facebook, Twitter, Snapchat, Instagram and other platforms that pop up almost overnight.

Using social media requires you to give more attention to what you post than when you spoke face-to-face to a person in the past. Without in-person feedback, how can you make sure the message you intended to send was interpreted by the recipient the way you intended?

### **Communication consists of five components**

Excellent skills in each area is necessary for long-term career growth. The five components are listed below.

- Listening
- Speaking
- Reading
- Writing
- Body language

Over the next several weeks, *Career Headlines* will look at the five components and address ways that your messages can hit the mark.

**Action:** In your lifetime, the ways you are able to communicate have exploded because of technology breakthroughs. Name five ways communication has changed since you were a child.

Career Solutions Publishing

## **Why Do the Nationals Have the “Walgreens” logo on their hats?**

### **The World Series wrapped up**

**Why it matters:** At the end of yesterday's WYWW, I told the story of how my daughter asked me why the Nationals have the "Walgreens logo" on their hats. Well, as reader Patti Wilson informed me, my daughter isn't the only person who noticed the similarity. The owner of a Walgreens in the Houston area also noticed and he didn't like it ... so he decided to act.

**About that curly "W":** Cathy is still overjoyed by the Nats big W, but she still took the time to share the [history behind the team's curly W logo](#).-

## What's Going On in This Graph?

What can we learn about ride-hailing services like Uber and Lyft from this graph?

From: The New York Times

## Social Media Marketing: How to Create a Strong Personal Brand

The personal brand of your company is one of the most crucial factors for its success. It is the culmination of your company's identity, which is packaged and presented in a manner that's attractive, pleasing, and familiar to your prospective clients.

Did you know, though, that companies and organizations aren't the only ones in need of solid branding?

Personal branding, the art of [creating a career boosting brand for yourself](#), is also important. Just like traditional brands, personal branding gives you a unique voice, a signature image, and a recognizable standard that your customers, readers, and fans can recognize easily. In this article, we will provide you with all the information you need to know about personal branding on social media sites.

Personal branding is becoming very important because audiences trust individuals more than companies and organizations. People are used to seeing advertisements everywhere and they believe companies and organizations speak and take action with only sales in mind.

From: The Edge Marketing News

[Read More](#)

## Do Marketing Principles We Learned in College Still Apply Today?

Most of the entrepreneurs and even online marketers that I know are self-taught. These days, you don't have to get a degree in marketing to be successful in business. All it takes is gumption and a willingness to figure things out on your own.

However, there's a downside to self-instruction. When everything you've learned comes from a problem you've had to solve, sometimes you miss out on the bigger picture. You get so stuck in the details that you never learn some of the broader principles that might have helped you avoid some of those problems in the first place.

Of course, on the flip side of that, there's the argument that many of the principles taught in marketing courses don't apply anymore. The world has changed a lot since the Mad Men era when marketing theory was first formalized – do the same theories still apply to the world of online marketing?

To answer that question, let's take a look at one of the oldest ideas in classic marketing – the four Ps of marketing – and see whether or not they are still a meaningful part of modern marketing.

From: The Edge Marketing News

[Read More](#)

## **For NBA and Other Sports Leagues, A Difficult Tightrope to Business in China**

Every time the NBA-China scandal seems to be fading, another eruption underscores the increasingly difficult tightrope leagues, athletes and media companies walk as they do business with communist China.

Just in the past few days, LeBron James unleashed a furor from fans in both Hong Kong and the U.S. when he described Houston Rockets general manager Daryl Morey as "misinformed or not really educated" for his seven-word tweet that ignited the initial uproar. Then, NBA commissioner Adam Silver acknowledged that his league had lost millions since Morey's tweet and stated that the Chinese government had asked him to fire Morey. But the Chinese foreign ministry turned around and denied Silver's claim, putting another round of pressure on the commissioner, just as normalcy seemed to be returning.

On Friday night, hundreds of activists attended the Nets-Raptors preseason games wearing shirts and holding signs in support of pro-Democracy protestors in Hong Kong.

The NBA has far and away the largest Western sports presence in China, but it's hardly alone in having to navigate the challenges of doing business there. The NFL, MLB, the NHL, MMA, esports leagues -- virtually every professional sports entity has worked to establish a foothold there, wooed by the country's exploding economy and a population more than four times larger than that of the United States.

From: The Edge Marketing News

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## **Tips for Improving Your Email Marketing Strategy**

Email marketing is still considered one of the best digital marketing strategies available. People check their email. It's simpler, cheaper, and can be less involved than content and social media

marketing. With an average ROI of \$38 for every \$1 spent, it's also more profitable than many other types of digital advertising. As such, many small and medium sized-businesses are using email as part of their overall digital marketing plans.

If you're already on the email marketing bandwagon or just getting started, the following are a few key tips to help you take your email campaigns to the next level.

### **CLEAN, QUALITY LIST**

Let's start with an obvious one — the email list. There are several steps you can take to improve the quality of your list. For example, it's best-practice to always seek new ways to grow your list. In addition, set aside time to weed out incorrectly entered email addresses and non-responsive contacts from your list. You can do this quarterly or twice every year. Also, find ways to stay out of recipients' spam folders. Allowing opt-in and opt-out options as well as observing CAN-SPAM regulations, are a few ways to help you stay out of spam folders.

Bonus Tip: Never, ever buy a list from a "list database" service. Trying to use one will get you blocked by your provider very quickly.

From: The Edge Marketing News

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## **Articles of Interest**

### **[Your Skittles preferences said a lot about you](#)**

**Why it matters:** Mars Wrigley has learned how consumers eat Skittles, why they choose that method and what colors are their favorite, with red and yellow ranking first and last, respectively. The study also reveals green Skittles fans are 50% more likely to have been stood up by a date, purple lovers are often "lone wolves," and several other unique consumer insights.

### **[Companies interviewed candidates for CEO jobs that weren't available](#)**

**Why it matters:** Imagine applying for the CEO position at a company while knowing all along that the position isn't open. It would be kinda weird, wouldn't it? Nevertheless, that is exactly what some management experts say should be happening. It's all part of an idea to make sure boards are more prepared for the sudden departure of a CEO. The premise is that interviewing and vetting potential CEOs *before* they are needed means organizations can make a quick hire should their current CEO die or need to make a sudden exit. What seems even more bizarre is that the management experts think the process shouldn't be secret, but rather open and transparent. Considering one study found the sudden loss of a CEO costs companies an average of \$136 million, maybe some awkward interviews make financial sense.

### **[Amazon entices holiday shoppers with delivery enhancements](#)**

Amazon is pledging more robust delivery services to capture consumer dollars during a shorter holiday shopping season, including complimentary one-day delivery of more than 10 million products for Prime members. The e-commerce giant also provides free Hub Locker deliveries in more than 900 towns and cities, as well as in-car or in-home delivery for Prime members in 50 cities through its Key service.

### **Fries With Those Season Tickets: 49ers Try a New Business Model**

The [San Francisco 49ers](#) will begin offering free food and nonalcoholic drinks to season-ticket holders, an effort to keep fans happy in an era when the cost of attending an NFL game is soaring.

### **'Sundae, Bloody Sundae'**

McDonald's apologized for a Halloween promotion in Portugal that got a lot of negative attention beyond the small market where it appeared. The company ran a promo for "Sundae, Bloody Sundae," or ice cream topped with strawberry sauce. It was a reference to the U2 song "Sunday, Bloody Sunday," but the company apparently didn't connect the dots to the historical event the song is about: 1972's Bloody Sunday, in which British paratroopers shot and killed 14 people demonstrating for civil rights in Northern Ireland. The promotion attracted attention on social media, and the company [told The Guardian](#) it had been pulled. "The campaign was intended as a celebration of Halloween, not as an insensitive reference to any historical event or to upset or insult anyone in any way," McDonald's said, as reported by The Guardian. The company also apologized for causing anyone offense or distress.

### **Target vs. Macy's: A tale of two holiday ads**

Target and Macy's both released their holiday ads today, with two strikingly different approaches. Target has [dozens of cheery spots](#) from Mother New York; the anthem ad is set to a Sam Smith remix of "I Feel Love," and is "jam-packed with products, including a sheepskin table runner, family pajamas and a 'Frozen 2' castle," Adrienne Pasquarelli writes in Ad Age. Macy's, meanwhile, worked with BBDO New York on a [tale about a girl](#) who wants to be Santa when she grows up. Pasquarelli writes: "Using longer, emotional content is [not new](#) to Macy's ... The spots are less product-, price- and promotion-focused than that of other retailers Macy's competes with." Including Target. So which approach will sell more doll houses and fuzzy slippers?

**For the record:** According to Nielsen live-plus-same-day data, Wednesday's World Series Game 7 on Fox "averaged 23 million viewers and a 13.1 household rating, making it the 20th most-watched broadcast of 2019," Ad Age's Anthony Crupi [writes](#).

**Product of the day:** McDonald's Happy Meals turn 40 this year. And so it's "bringing back some of its most popular Happy Meal toys in a nostalgic bid to drum up visits from families with young children—or collectors hungry to snag another Beanie Boo, Furby or Hello Kitty," Ad Age's Jessica Wohl [writes](#).

### **This stand-up paddleboarder braved the mighty Mississippi**

**Why it matters:** LouAnne Harris is trying to become the first woman to navigate the length of the Mississippi river on a stand-up paddle board. The task isn't as easy for her as it is for kayakers or boaters because she isn't allowed access to the river's navigational locks. Harris has seen some amazing landscapes and met awesome people, but the journey isn't all fun and games. She has endured some sketchy situations along the way, but at least she is doing it to raise money for [Rivers for Change](#), a non-profit that educates people about source to sea waterways.

### **Contestants on "The Price Is Right" got worse**

**Why it matters:** Apparently, it is more difficult to be good at the iconic TV game show than it used to be. Recent research point to three economic reasons the performance of contestants on "The Price is Right" has declined over the years, including the rise of online shopping.

## Exercising before breakfast boosted certain health benefits

**Why it matters:** Exercising before you eat breakfast might be the key to getting the most out of your workout. Research suggests you can burn more fat and reduce your risk of type 2 diabetes and cardiovascular disease when you get your sweat on before you get your grub on in the morning.

## Nike's shoe designers might have just done it

**Why it matters:** It has been a mixed year of headlines for the running gurus at Nike, but they are undoubtedly loving the controversy swirling around the company's Vaporfly shoe. The Swoosh prides itself on the skills of its R&D team, so Nike execs must be loving headlines about how the Vaporfly might do *too much* to help runners increase their speed.

## Quotable Quote

Our words reveal our thoughts;  
Our manners mirror our self-esteem;  
Our actions reflect our character;  
Our habits predict the future.