



# 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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# 2021-2022 Nominations for Career Success Stars in Career and Technical Education (CTE)

The Office of Career, Technical, and Adult Education is seeking nominations of former CTE students in their 20s and 30s who qualify for recognition as one of the Commonwealth's brightest *Career Success Stars*. The individual success stories will be featured as video profiles on the Virginia Department of Education (VDOE) website highlighting how CTE programs provide skills for career success.

Selection considerations will include diverse representation by gender, race/ethnicity, and statewide regional locations. Individuals will be selected to represent each of the 17 career clusters listed below. In addition, there will be a featured story representing an active military personnel. Once selections are made, individuals will be contacted to schedule an appointment for a photograph and video recording session.

Please complete the [CTE Career Success Stars Referral](#) form for each former student, and submit it by April 16, 2021.

The 2020-2021 *Career Success Stars* videos will be posted to the VDOE website soon.

## Clarke County Marketing Position Open

<https://www.clarke.k12.va.us/employment>

## The Other Serena

In this lesson, students will learn about a ball kid who was able to work alongside her namesake, Serena Williams, at the Australian Open. Then, they will write a letter to a hero or mentor with whom they would like to collaborate.

### Lesson Overview

*Featured Article: "[The Other Serena](#)" by Matthew Futterman and Alana Holmberg*

Have you ever watched a professional tennis tournament and noticed young people in uniform chasing down balls between points? Those people are ball kids, preteens and teenagers who are passionate about the game and who help make tournaments run smoothly by retrieving stray balls and passing them to the players.

In this lesson, you will learn about 14-year-old Serena Aponso, named after the tennis great Serena Williams, who worked as a ball kid at the Australian Open this year for a

second time. Then, you will write a letter to a hero you dream of collaborating with or working alongside.

## Warm Up

What do you think it would be like to be a ball kid? What kinds of skills do you think you would need to have?

Watch this [45-second video](#) that gives you a behind-the-scenes look at the jobs of ball kids at the Australian Open in 2019. Then respond to the questions below.

- What do you notice about the work that ball kids do in the video?
- What kinds of roles and responsibilities do they have? What skills do they need to do their job well?

Now, [listen to this three-minute interview](#) with two teenagers, Cameron and Jenna, who were ball kids at the 2019 Australian Open and answer the following questions:

- How do ball kids train for their jobs?
- Did you learn anything about being a ball kid that surprised you? What questions do you still have?
- Would you ever want to work or volunteer as a ball kid? Why or why not?

## Questions for Writing and Discussion

*[Read the article](#), then answer the following questions:*

1. Do you play any sports or are you part of any extracurricular activities that require a lot of preparation and focus? Does any part of Serena Aponso's daily schedule or responsibilities remind you of an activity that you participate in?
2. What is one thing that surprised you about the schedule or responsibilities of ball kids?
3. Choose one photograph that you found interesting. What do you notice and wonder about who is in the photograph and what they are doing?
4. Based on the article, what is one lesson you imagine Serena might learn from her experience as a ball kid?
5. If you were a ball kid, what would you most want to do or experience? Would it be the reality of being out on the court? Or getting a glimpse of a famous tennis player? Or hanging with other ball kids behind the scenes?
6. Pretend you are the journalist: What is one question you would like to ask Serena about being a ball kid?

# 100 Best Jobs, Best Paying Jobs, and Career Rankings

No single job suits all of us, but many of the best ones have a few attributes in common: They pay well, challenge us year after year, match our talents and skills, aren't too stressful, offer room to advance throughout our careers, and provide a satisfying work-life balance. Whether the position is in demand is also a consideration among job seekers. U.S. News uses these qualities to rank the [100 Best Jobs of 2021](#). You can also explore [the best paying jobs](#) and other more specific [career rankings](#). For more information on how we rank, read the [Best Jobs Methodology](#).

## Interpersonal Skills for a Virtual Work World

Basic interpersonal skills are not enough for virtual work. How and what you communicate will affect the way your interactions will be received, whether you participate in virtual meetings or send technical work by virtual transmittal.

### Attending virtual meetings

When speaking face to face with another person in the same physical location, you see facial expressions and hear voice changes that help you understand whether the meeting is going well. In a virtual video meeting, only partial body language is seen, and you can't view subtle behaviors that give clues to how the meeting is going.

Virtual audio meetings hinder conversations even further. Not seeing any body language limits your ability to evaluate how other participants react to what you say. For example:

- A coworker's shaking foot or twisting hands can signify nervousness or anger.
- A flushed face and frequent swallowing are detectable.
- A slight smile or frown can be observed.
- Changes in tone and rhythm of voice are less noticeable.

### Expanded interpersonal skills needed for virtual meetings

Active listening is the No. 1 skill needed for virtual meetings. To listen actively, concentrate fully on what each speaker says.

1. **Avoid making judgments.** Don't make assumptions that can damage the conversation.
2. **Give feedback such as "I agree," "I understand," or "What do you think of this idea?"**
3. **Be sociable.** Virtual meetings can become dull without some social interaction. Ask a neutral question such as, "How is your day going?" to get started.
4. **Ask who is speaking if the name is not shown on the screen.** Don't try to guess who is speaking.
5. **Do not interrupt.** Since you can't always determine when another person has stopped talking, allow a few seconds to pass before you speak.

6. **Do not check out mentally.** If you do, you may lose important details.
7. **For video meetings, sit in front of an organized bookcase, framed diploma or picture with a nice scene.** Trade in your pajamas or slouchy tee-shirt for a pressed top and casual pants.

### **Electronic transmittal of information**

When you scan, FAX, send an attachment or transmit information by any electronic method, always prepare a cover sheet that explains what is coming. Show your name and the date, use proper English and format attractively, so you will be viewed as a professional.

**Action:** You have probably attended several virtual meetings or classes, both video and audio. Name three things that make the meetings easier or more difficult than in-person meetings. Explain why you think this is the case.

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## **Using Digital Marketing to Reach Your Consumers**

The internet is a massive part of our lives. We use the internet for all sorts of things—to socialize, learn, or entertain us. It is where many of us spend a lot of our time.

Because we are spending so much time online, the internet has become a powerful tool to communicate with customers and potential customers.

Promoting our business on the internet is digital marketing, and companies have so many opportunities to put their brands out there to attract customers.

Where do we start? Read on to find out more.

What is digital marketing?

Digital marketing utilizes the internet and online-based digital technologies for marketing products, services, and brands. Businesses can connect with their target audience, where they spend a lot of their time—online.

Terms such as ‘online marketing’, ‘internet marketing’ or ‘web marketing’ are often used synonymously. However, digital marketing extends to non-internet channels to use numerous digital media to connect with customers.

Along with the internet, digital marketing includes apps, mobile devices, video games and other digital channels to reach consumers.

This article will focus on internet-based digital marketing tactics.

From: The Edge Marketing News

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# How the Business Savvy of Dale Earnhardt Built a Marketing Empire for NASCAR Stars

Adjacent to the “deerhead shop” – an aluminum-sided inner sanctum of race cars surrounded by its owner’s trophy hunting-covered walls – Dale Earnhardt’s business empire started at a square maroon desk.

When Don Hawk joined Dale Earnhardt Inc in 1993 to help manage the appearances, branding and commercial opportunities for the seven-time NASCAR champion, his office primarily was in a converted brick farmhouse on Earnhardt’s sprawling property in Mooresville, North Carolina.

It’s where many major decisions were made by Earnhardt and his wife, Teresa, that charted the transcendent superstar’s course as a nine-figure marketing machine whose reach rivaled that of the most popular personalities in other professional sports.

“I remember Dale and Teresa asking ‘What are we going to do that’s different?’ ” Hawk told NBC Sports. “I said, We’re going to market Dale Earnhardt as an athlete, not a race car driver.’

“The perception in’93 was that we were a barefoot, bib overall, redneck sport. That we had this whole reputation of being backward in business. What I saw in Earnhardt, once I traveled with him and watched the fan interaction, he was the Michael Jordan, Wayne Gretzky, Arnold Palmer and Jack Nicklaus of his sport.”

Like those icons, Earnhardt became a household name in part from myriad multimillion-dollar endorsements that aligned him with ubiquitous trademarks ranging from fast food (Burger King) to toys (Hasbro) to beverages and snacks (Coca-Cola and Nabisco). Hawk said Nike founder Phil Knight had an autographed framed photo of Earnhardt, showing off the Swoosh on his shoes after winning the 1998 Daytona 500, prominently featured at company headquarters.

From: The Edge Marketing News

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## Green Marketing: What It Is and Why Companies Can’t Do Without It

For some time now, environmental sustainability has been one of the most relevant issues at a global level and it is involving governments, [companies](#), and consumers.

Consumers have never been as environmentally aware as they are today, and this is impacting the organizational and commercial processes of companies. The importance of communicating sustainability for a company is increasing dramatically on a global scale.

The idea that respect for the environment must also be a corporate responsibility and not just an individual one is increasingly shared. In fact, according to Ipsos research, 60% of Italians expect to see a concrete commitment from companies to solve social and environmental problems. In the last six years, the %age of those who claim to be familiar with the concept of sustainability has tripled, rising from 12% in 2014 to 36% in 2019.

Consequently, the attention towards the actions that each person can implement every day to protect and respect the community and the environment is also growing. In particular, 66 Italians out of 100 perceive themselves to be very attentive to environmental issues, and 64 out of 100 say that their sensitivity in this area has grown in recent years.

Companies can no longer worry only about their product, but must take a stand on important issues outside of business. Consumers, likewise, are more likely to buy from environmentally conscious companies.

In fact, companies are increasingly designing new solutions to meet the new environmentally conscious trends within the vast majority of markets.

From: The Edge Marketing News

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## **Five Questions to Ask Yourself Before Taking the Leap to Entrepreneurship**

As COVID-19 causes layoffs and extends uncertainty about employment in 2021, many people are considering new options, reinventing themselves, or trying to decide whether working for themselves is more desirable than finding another 9-to-5 job that might not last.

Entrepreneurship brings a lot of freedom, responsibility, and risks, and before people commit to taking that big step there are several important questions they should ask themselves, says Tim Mercer ([www.timtmercer.com](http://www.timtmercer.com)), ForbesBooks author of *Bootstrapped Millionaire: Defying the Odds of Business*.

“Entrepreneurship is a career that offers a kind of freedom and personal satisfaction you simply cannot get from traditional 9-to-5 employment,” Mercer says. “You will never know if you have what it takes to be an entrepreneur unless you take the leap of faith and experience it yourself.

“It’s a big decision, though, involving many factors and inherent risks. There is a lot to navigate and endure en route to reaching your dream destination of professional and financial freedom, and many don’t make it because they simply weren’t cut out for the challenge to begin with.”

Mercer thinks people who are considering entrepreneurship should first ask themselves these five questions.

From: The Edge Marketing News

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## How to Thrive in Niche Markets

Every [business](#) needs a clear direction. It needs to nail down the specifics of what to sell, who to sell to and how its products or services can serve the market. And what better way to have a crystal-clear direction than to target a [niche](#) market?

A niche market is basically a distinct portion of a broader market that has its own needs and preferences. These needs and preferences are usually unmet, thereby opening [business opportunities](#).

How can you find and thrive in these opportunities? Here’s a quick guide to help you prepare your business and hit the mark for niche market success.

### 1. Harness the power of being specific

The key to succeeding in a niche market is nailing down a profitable niche that can cater to an underserved market. Start with the broadest identifier by asking, “In which market do I want my business to be?” You can choose from a variety of options, such as sports, health and fitness, gadgets and home appliances.

Then do your research and be extra observant: “Which segment of my chosen market has a gap that I can fill with products or services?” “What are the pain points of my target market, and how can a business help solve these?”

Businesses with a defined niche can stand out from the crowd through specialized, solution-oriented offers. Having a niche also makes it easier to create highly personalized and engaging [marketing](#) campaigns that can inspire [brand loyalty](#) and boost ROI.

From: The Edge Marketing News

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## How a Gen-Z Disney Star Wrote a Runaway Hit

What Goes Into Making a Hit Song in the TikTok Era?

*Note to Teachers: As with all our films, please preview to make sure the film is appropriate for your students.*

“[How a Gen-Z Disney Star Wrote a Runaway Hit](#)” is a nine-minute film that touches on themes of collaboration, creativity and success. It profiles the 17-year old singer-songwriter and actress Olivia Rodrigo and her producer Dan Nigro as they take us behind the scenes to learn how they created the smash hit “Drivers License” — which broke streaming records across the world.

What goes into making a hit song in the TikTok era?

### Students

1. Watch the [short film](#) above. While you watch, you might take notes using our [Film Club Double-Entry Journal](#) (PDF) to help you remember specific moments.

2. After watching, think about these questions:

- What moments in this film stood out for you? Why?
- Were there any surprises? Anything that challenged what you know — or thought you knew?
- What messages, emotions or ideas will you take away from this film? Why?
- What questions do you still have?

- What connections can you make between this film and your own life or experience? Why? Does this film remind you of anything else you've read or seen? If so, how and why?

3. An additional challenge | Respond to the essential question at the top of this post: What goes into making a hit song in the TikTok era?

## Interpersonal Skills Help You Get Along with Coworkers

You, likely, will spend more time each day with coworkers than with your boss. Some coworkers may possess challenging personalities that are difficult to deal with. You can avoid conflict and confrontation with a few common sense interpersonal skills.

### Show you are a professional

Several common, interpersonal behaviors that you learned in previous *Career Headlines* are important in helping you get along with coworkers.

- Treat everyone with respect.
- Be cordial, cooperative and responsible.
- Show empathy and communicate well.

You may become friends with coworkers, on and off the job, but be careful not to be seen as playing favorites with these friends during work hours.

### Send gossip straight to the trash

When does conversation become gossip? Social scientists say gossip is any talk about someone who is not present. An easy rule of thumb is this: If an announcement has not been made about the information you want to pass along, it's gossip, whether it's about a person or something going on within your company.

### Stop judging

Judging comes easy, whether it's about a coworker who comes to work late, an individual whose personal appearance you dislike or a person who is different from you in some way. Unless a situation harms you personally, it's none of your concern. Stereotyping is a form of judging, so if you tend to put people in categories of "old," "young," "from another country," "millennial," or some other label, recognize that you are stereotyping. Put your judgments aside so you can develop a strong working relationship with each coworker.

## **Listen more, talk less**

Some people like to talk and talk, but that doesn't mean others like to listen to people who ramble on. You will become boring if you overtalk, and you may come off as a know-it-all. Both will damage your relationship with coworkers.

## **Be accountable for yourself**

Step up and admit when you are wrong or when you have made a mistake. This can be hard to do, but you will be ahead if coworkers know you accept accountability for yourself. Simply say, "You are right! Thanks for pointing out my mistake. I'll correct it."

**Action:** Imagine a coworker took an extra 15 minutes at lunch, which delayed your own lunch time. You were frustrated, but didn't say anything. Later, when the two of you are working on a project, the coworker points out a step you missed in the process you were supposed to follow. Already annoyed, what will you say to the coworker?

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# **Articles of Interest**

[BK Redesign Beats McDonald's in Poll](#)

[Fireside Chat](#)

[McDonald's Pokémon Happy Meals Might Be Its Most Popular Collab to Date](#)

[2020's top 6-second ads on YouTube](#)

YouTube unveiled the top 6-second bumper ads on its platform for 2020, measured using views, total impressions and Ipsos metrics including memorability, emotions, brand linkage and likeability. Ford took the top spot with "Built for America" followed by a hand-washing ad from Dove.

## **What brands need to know about social audio**

Social audio is having a moment via platforms including Clubhouse, Twitter Spaces, Discord and Fireside, and marketers should be prepared for it to become even more popular. Michael Stelzner advises how brands can maximize the engagement opportunity of social audio, including making sure those speaking on behalf of brands are excellent conversationalists.

**“RIP Twitter”** became a top trending topic on Twitter Thursday afternoon/evening in a reaction to the revelation that the micro-blogging service is considering charging for some content (which some users seem to think would be a fatal move). [As Bloomberg News \(via Ad Age\) reports](#), Twitter mentioned a new feature called “Super Follows” during an Analyst Day event on Thursday, which it described as an “account subscription.” The company recently purchased newsletter startup Revue, and executives have said that they are exploring a way to help newsletter writers build a paying audience on Twitter. The company is also considering “tipping,” or letting users donate money to people they enjoy following.

### **Report: 2020's "most loved brands"**

Trader Joe's is the "most loved brand" offline while Walmart's Great Value takes the same title for popularity in social media conversations, according to Engagement Labs' TotalSocial Brand Awards. The research shows the pandemic shifted conversation toward household cleaning, personal and beauty care, and video games, and Engagement Labs CEO Ed Keller notes, "To be successful in this new era, marketers must be part of the consumer conversation, which is predictive of long-term brand value, in addition to sales." **Full Story:** [MediaPost Communications \(free registration\)](#)

### **Keebler takes consumers into the Hollow Tree**

Keebler launched a campaign that uses QR code stickers on cookie packaging to take consumers into an interactive world featuring Ernie the Elf and the Hollow Tree, where visitors are encouraged to donate to the Make-A-Wish Foundation. A "Dunkumentary" YouTube video tells the story of a girl whose wish came true thanks to the foundation and is also running in 6-second versions across Instagram and Facebook.

**Full Story:** [MediaPost Communications \(free registration\)](#)

## **Quotable Quote**

Enthusiasm is the electricity of life. How do you get it? You act enthusiastic until you make it a habit.