



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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CAREER SUCCESS STARS NOMINATIONS – DEADLINE APPROACHING!!

We need nominations for the Marketing and Hospitality & Tourism career clusters. I know you have former students who have achieved success in these clusters. Please take time to nominate them before the deadline.

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.

Individuals will be selected to represent each of the 17 career clusters and 83 related pathways. Also, there will be a featured story representing an active military personnel. Selection considerations will include diverse representation by gender, race/ethnicity, and statewide regional locations. 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.

LESSON OF THE DAY: LEBRON JAMES LEADS A GENERATION OF ATHLETES INTO OWNERSHIP

In this lesson, students will learn about the athletes who are becoming owners of professional sports teams, and consider the possibilities for change and activism that come with that shift.

Featured Column: “[LeBron James Leads a Generation of Athletes Into Ownership](#)” by Kurt Streeter

Over the last year, N.B.A. players have [walked out of games to protest](#) and bring attention to racial injustice. W.N.B.A. players have [protested a team owner](#) who spoke disparagingly of the Black Lives Matter movement. And [M.L.B. players have forced postponement of games in solidarity](#) with Black athletes. But is this enough? Does it create meaningful and lasting social change?

In “[LeBron James Leads a Generation of Athletes Into Ownership](#),” Kurt Streeter, a Sports columnist, argues, “True empowerment will only come when more players cross the longstanding divide between management and labor and enter the ranks of team ownership, where the real influence lies.”

In this lesson, you will learn about the athletes who are becoming owners of professional sports teams and consider the implications of this shift. Then you will learn about the racial divide between athletes and team ownership and think about activism in sports in your own community.

WARM UP

In our “What’s Going On in This Graph?” feature, we recently asked students to make observations about “[Diversity in Professional Sports](#).” Spend a few minutes looking closely at this graph, reproduced below — or found [here](#) in a larger size.

Image

Then ask yourself the questions we pose in this feature every week:

- What do you notice?
- What do you wonder?
-
- What impact does this information have on you and your community?
-

- What's going on in this graph? Write a catchy headline that captures the graph's main idea.

You can share your answers with your class, or you can [read the "Reveal" at the bottom of the post](#) that gives more information about the graph. You will use what you observed as you read the featured article.

QUESTIONS FOR WRITING AND DISCUSSION

Read the column, then answer the following questions:

1. Read the first two paragraphs of the piece. Then look back at what you noticed and wondered about the graph above. How does the graph support Kurt Streeter's assessment of the current situation?
2. According to this column, what power do athletes have when they can get a seat at the table of a team boardroom? Are there other advantages athletes might gain when they have this voice and power?
3. How are LeBron James's goals and actions as an owner different from those of Mario Lemieux or Michael Jordan?
4. What is your reaction to Renee Montgomery's activism on the court, and eventual partial ownership of her former team? What other stories similar to hers does this column describe? Have you heard of still more? Explain.
5. What are some of the possibilities and strengths of grass-roots activism led by athletes? What are some of the limitations of this kind of social change?
6. This piece is a column, not a news article. In columns, writers [share their opinion in their own voice](#). How can you tell this is a column rather than a news article simply reporting facts? What is your opinion of what this columnist concludes?

GOING FURTHER

Discussion

In "[Faces of Power: 80% Are White, Even as U.S. Becomes More Diverse](#)," The Times conducted a review of more than 900 officials and executives in prominent positions to make observations about racial diversity within leadership and power.

Navigate to the section of the article with the subheading "99 people own professional baseball, basketball and football teams", **read the paragraph**, and view the photos.

In your journal or with your classmates, consider the following questions:

- What is your reaction to what you discovered? How does it change or deepen your understanding of the featured article?
-
- What possibilities and advantages can you imagine for athletes owning teams? What are the potential downsides or concerns?
-
- How do you think things like racial and gender diversity in sports leadership could change the way that leagues operate?
-
- How do you feel about the use of the term "owner" given the racial differences between team leadership and many players? Do you think this term should be changed given its association with slavery? Why or why not?
-
- In the featured article, Kurt Streeter uses the term "owner-activists" in reference to LeBron James and Renee Montgomery. How do you feel about this term? Does it excite you about the opportunities for players or former players? Or do you feel that athletes, current or former, should [stay out of social and political issues](#)?

HOW ENTREPRENEURS CAN MAXIMIZE THEIR BRAND VOICE THROUGH VIDEO MARKETING

Consumers and marketers alike have noticed a significant upward trend in [video](#) content over the last few years, but what does this trend look like practically? A [recent report](#) by Hubspot sheds light on some key figures: 85% of businesspeople use video as a marketing tool, up from 61% just five years ago.

Perhaps the most important stat for marketers, though, is that 99% of those that use video content do so again the following year. Once video is deployed, the results speak for themselves.

That is, if you use the medium correctly. Video can take [brand voice](#) to new levels, but the form is not an easy one to master. If you want to get the most out of your video strategy, you'll need to tread carefully. Here are a few key things to keep in mind:

CAPITALIZE ON EXISTING VIDEO PLATFORMS

Though video-embedded [banner ads](#) are becoming increasingly popular, the best destination for your video content is on platforms already based around video: [YouTube](#), Tik Tok, Snapchat, [Hulu](#), and so on. If users can seamlessly go from watching content of their choice to watch well-curated ads, they are more likely to respond to what they are seeing.

Experts say that YouTube Ads are the next "blue ocean," a place where marketers can expect to make between four and five times their typical ROI. Consumers on platforms like YouTube are already primed for video content — it is up to you to deliver it to them. Instead of waiting for those customers to find your videos organically, you can shortcut the process by targeting them using YouTube's ad platform top-quality video content.

From: The Edge Marketing News

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10 WAYS AI AND MACHINE LEARNING ARE IMPROVING MARKETING IN 2021

10 Ways AI And Machine Learning Are Improving Marketing In 2021

Chief Marketing Officers (CMOs) and the marketing teams they lead are expected to excel at creating customer trust, a brand that exudes empathy and data-driven strategies that deliver results. Personalizing channel experiences at scale works when CMOs strike the perfect balance between their jobs' emotional and logical, data-driven parts. That is what makes being a CMO today so challenging. They have to have the compassion of a Captain Kirk and the cold, hard logic of a Dr. Spock and know when to use each skill set. CMOs and their teams struggle to keep the emotional and logical parts of their jobs in balance.

Asked how her team keeps them in balance, the CMO of an enterprise software company told me she always leads with empathy, safety and security for customers and results follow. "Throughout the pandemic, our message to our customers is that their health and safety come first and we'll provide additional services at no charge if they need it." True to her word, the company offered their latest cybersecurity release update to all customers free in 2020. AI and machine learning tools help her and her team test, learn and excel iteratively to create an empathic brand that delivers results.

The following are ten ways AI and machine learning are improving marketing in 2021:

1. 70% of high-performance marketing teams claim they have a fully defined AI strategy versus 35% of their under-performing peer marketing team counterparts. CMOs who lead high-performance marketing teams place a high value on continually learning and embracing a growth mindset, as evidenced by 56% of them planning to use AI and machine learning over the next year. Choosing to put in the work needed to develop new AI and machine learning skills pays off with improved social marketing performance and greater precision with marketing analytics. Source: [State of Marketing, Sixth Edition. Salesforce Research, 2020.](#)

From: The Edge Marketing News

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WHAT 2021 MEANS FOR SPORTS MARKETING – AND HOW FOOT LOCKER’S APPROACHING IT NOW

The athletics market has been crowned one of the winners of the pandemic, but the picture is more complicated than that narrative suggests. According to a joint report from McKinsey & Company and the World Federation Sporting Goods Industry, the global sporting goods market contracted in 2020 for the first time since the financial crisis.

"Most brands, retailers and manufacturers finished the year significantly in the red, despite a bounce back in activity after the first and before the second wave of COVID-19 related lockdowns," the report said.

The general perception that more people are being active than before the pandemic, thus booming the active wear space, is not quite true, according to McKinsey and WFSGI. About 40% of people are being less active than before the pandemic, while 30% are more so. The company also expects the physical activity gap to widen between higher-income and lower-income households, as the pandemic has exacerbated financial challenges for many consumers.

The sector tracked better than apparel overall, though, which has been decimated by the global health crisis, and brighter days are ahead. McKinsey and WFSGI expect the U.S. sporting market to return to a growth path in 2021 that is more in line with previous trajectories once the pandemic is under control. That is good news for retailers like Foot Locker and its peers, which have weathered a tough year managing consumer sentiment and shopping preferences.

Despite overall sales challenges, the space also saw significant gains in terms of digital sales: online penetration is six times higher than before the pandemic, and at major players online share grew approximately three times between 2019 and the first half of 2020. The current online share of sales in the market was expected four years from now, according to the report.

That means changes for how sports retailers market as well.

From: The Edge Marketing News

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WHAT DIGITAL ADVERTISING GETS WRONG

The effectiveness of digital ads is wildly oversold. [A large-scale study of ads on eBay](#) found that brand search ad effectiveness was overestimated by up to 4,100%. A similar analysis of [Facebook ads](#) threw up a number of 4,000%. For all the data we have, it seems like companies still don't have an answer to a question first posed by the famous 19th century retailer [John Wanamaker](#): Which half of my company's advertising budget is wasted?

It should be possible to answer this question, though. Because what is getting in the way is not a lack of information — the problem Wanamaker faced — but rather a fundamental confusion between correlation and causation.

THE CONVERSION FALLACY

When marketing reps sell ad space to clients, they claim that ads will create or cause behavioral change — a phenomenon typically called lift. They back up the claim by pointing to the number of people who purchase a product after seeing the ad — typically referred to as the conversion rate.

To explain the difference between the two to my students, I have them imagine that, on the first day of class, I stood at the door handing out leaflets advertising the class to every student who walked in. I then ask them: "What's the conversion rate on my ads?" They always correctly reply "100%" because 100% of the people who saw the ad "bought" or enrolled in the class. Then I ask: "How much did those ads change your behavior?" Since they had all already signed up for the class long before seeing the ad, they all reply, "Not at all." So, while the conversion rate on my ad is 100%, the lift from the ad — the amount of behavior change it provokes — is zero.

Although my example is a bit simplistic, it shows why the confusion of lift and conversion can create problems for measuring marketing ROI. Big brands pay consultants big bucks to "target" their ads at the people most likely to buy their products. But unless the targeting is directed at customers who are not already prepped to buy the products, the conversion from click to cash will not generate any new revenue. The key to making advertising pay is getting people to buy your goods (or donate to a political campaign or take a vaccine) who would not otherwise have done so.

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HOW TO BECOME THE MOST RESPECTED EMPLOYEE AT WORK

The most likeable and respected employees have a great deal in common. Will you be a "most respected"? A list of attributes that will place you in this category is shown below. How many can you check off as "Yes?"

- 1. **I buy the company's vision.** Outstanding employees have many options for where to work. So when they choose an employer, they make sure the organization stands for something they believe in.
- 2. **I support the leaders, even the ones with whom I disagree.** If you can't put aside your personal feelings about those you think are poor leaders, you need to look for a different place to work.
- 3. **I act ethically.** Great employees like to be productive, but they want to do it morally and fairly.
- 4. **I take initiative.** Excellent employees don't wait for someone to tell them what to do. If they see tasks that need to be done, they get started.
- 5. **I follow through.** Reliability and dependability are requirements for every successful person. There is nothing more to say about this one!
- 6. **I offer good suggestions.** Great employees look for ways to help their company improve.
- 7. **I can accept the fact that I'm not always right.** Strong employees possess the self-confidence to admit when they are wrong or make a mistake.

- _____ 8. **I look for chances to help.** Whether it's assisting a potential customer or helping a coworker, great employees want to be part of the solution.
- _____ 9. **I'm proud of my company and I show it.** Everyone's job involves sales to some degree. Excellent employees speak highly of their company any time opportunities present themselves.
- _____ 10. **I say "Thank you" and "Please."** Outstanding employees express appreciation and respect because they know it makes people happier and more productive.
- _____ 11. **I don't show my frustration.** Hiding frustration may mean counting to 10—and smiling while you're doing it—but it reduces conflict and bad feelings.
- _____ 12. **I take care of myself.** If employees don't take care of all aspects of their lives—their health, their happiness, their families—they are unlikely to be very successful at their job.

Adapted from *Business Insider*, Inc. online, by Bill Murphy, Jr.

Action: Write "Yes" by each trait you know will be easy for you to demonstrate on the job and "No" by each trait that may be hard. How can you turn each "No" into a "Yes"?

HIGH SCHOOL CTE POSOTION AVAILABLE YOUR COUNTY – TABB HIGH SCHOOL

ARTICLES OF INTEREST

Apple stores creep back toward normal

Apple has once again begun allowing shoppers at its stores in the US and some other markets to try on AirPods before purchasing them, marking a move toward what was normal before the pandemic. Try-ons will be permitted at stores that have reopened to walk-in traffic, but not at locations still limited to the Apple Store Express format.

Full Story: [BNN Bloomberg \(Canada\)](#)

Whole Foods puts mental health on the front burner

The pandemic has heaped unprecedented stress on many Americans, and Whole Foods Market is targeting better mental health through a collaboration with the Headspace meditation app. With a recent Harris Poll showing 85% of respondents want to improve their mental well-being, Whole Foods and Headspace will present an IGTV "Food for Mood" Instagram series, three new meditations that focus on shopping, cooking and eating, and a free one-month trial of Headspace.

Full Story: [Winsight Grocery Business](#)

Delivery shift gave Petco a boost in 2020

Petco Health and Wellness partnered with DoorDash in December to launch same-day delivery for online shoppers, helping fuel a 16% increase in 2020 revenue. The retailer, which recently went public, uses its more than 1,500 stores to fulfill about 80% of its online orders, and the launch of same-day delivery helped ease congestion in traditional delivery channels as e-commerce soared last year, CEO Ron Coughlin said.

Full Story: [The Wall Street Journal](#)

What happened when Kroger customers became owners?

Kroger shoppers who received fractional stock shares in the company as a loyalty reward have spent an average of 32% more at the grocer's banners each month, according to data compiled by the fintech company Bumped following a two-year pilot program. More than 13,000 shoppers got the stock rewards from Bumped during the trial, and the data shows that in addition to higher spends, those shoppers also visited Kroger banners an average of 31% more often.

Full Story: [Progressive Grocer](#)

NRF urges credit card companies to call off fee increase

Visa and MasterCard's decision to postpone a \$1.2 billion increase in credit card interchange fees was cheered by the retail industry, which is now urging the companies to cancel the planned increase altogether. "The only thing good about this increase is that it has focused the attention of Congress on the market power of Visa and MasterCard. We look forward to working with lawmakers as they address this issue this year," said Leon Buck, NRF's vice president for government relations, banking and financial services.

Full Story: [Financial Regulation News](#)

Walmart relaxes rules for 3rd-party sellers

Walmart has opened its third-party e-commerce marketplace to international companies and dropped a requirement that they be registered in the US. It is the latest move in the retailer's ongoing efforts to stay competitive with Amazon, and Walmart said it will continue to carefully vet all third-party sellers on its platform.

Full Story: [BNN Bloomberg \(Canada\)](#)

L.L. Bean's staffers benefit from strong results

L.L. Bean reported a 5% rise in 2020 revenue, the biggest increase for the retailer since 2011, as the pandemic drove consumers to spend on cozy indoor apparel as well as hiking boots and other outdoor gear. The Freeport, Maine-based company rewarded its 4,600 employees with cash bonuses and 401(k) contributions totaling \$72 million, the company said. **Full**

Story: [The Associated Press](#)

Some retailers return to brick-and-mortar growth

US retailers have announced more new store openings than closings this year, according to Coresight Research, and several chains have outlined brick-and-mortar growth plans, including Ulta Beauty, which will debut about 40 new locations in 2021. Sephora, Amazon, Burlington Stores and American Eagle Outfitters are also among the banners that plan to expand their store counts this year. **Full Story:** [CNBC](#)

