

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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Creating Excellence Awards

I know our Marketing programs have wonderful things happening in them. Consider applying your recognition of your successes for consideration of these awards. The categories are CTE exemplary programs, advisory committees and business and industry partnerships. Please read the details included below.

The *Creating Excellence Awards* Superintendent's Memo has been posted to the VDOE website.

MEMO 002-20

[2019-2020 Career and Technical Education - Creating Excellence Awards Application](#) (Word)

§ [MEMO 002-20 Attachment A: Secondary Application Packet](#) (Word)

The Virginia Department of Education (VDOE), in collaboration with the Virginia Community College System (VCCS), is pleased to announce the Career and Technical Education (CTE) Creating Excellence Awards for 2019-2020. The secondary and postsecondary awards recognize excellence in the following categories: CTE exemplary programs, advisory committees, and business and industry partnerships. There are three levels of recognition: local, regional, and state. The secondary and postsecondary awards ceremony will be conducted jointly for the regional and state winners.

Submit applications to the school division's CTE Administrator for the local judging. CTE Administrator's submit the division award recipients' applications to VDOE.

Seven Steps to a Better Marketing Plan and Budget

As we rapidly move toward 2020, it is critical to build your marketing budget and plan for the year ahead. Here's a step-by-step guide.

Step 1. Identify your business goals

At its core, an effective marketing budget focuses on reaching strategic business goals. So before you start trying to estimate costs, it pays to set goals for exactly what you are trying to accomplish with your marketing. If you want your firm to grow, for example, try to get specific about such questions as by how much, and by when? Your goals can also clarify which practice areas are the best targets for growth, based on such factors as where you're already experiencing growth, and where you're able to deliver the most value.

Step 2. Conduct target audience research

One of your key decisions is what [type of research](#) you need. Secondary research means locating studies that have already been done by other organizations on relevant industries, markets or trends. One example is the [marketing budget research](#) my firm does for professional services firms, but there are many other choices out there as well. Primary research, on the other hand, involves commissioning a study of your target audiences, and is more expensive.

Step 3. Establish your marketing strategy

This involves doing high-level planning to set the overall direction for your marketing. These decisions will help guide how you position your firm in the marketplace and deliver key messages about your firm to individual audiences. In general, an effective marketing strategy should have four key elements:

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Four Reasons Why You Need Videos in Your Digital Marketing Approach

Making a mark in the online marketplace is the dire need of all businesses out there. Regardless of its size, every business must jump upon the digital bandwagon to get more customers through the doors. The number of brick-and-mortar stores converting their status or beefing up their structures with virtual elements is quite surprising.

According to Statista, the number of digital buyers across the globe will reach 1.92 billion in 2019. This equals to a quarter of the world population. Furthermore, the forecast shows that this number will reach 2.14 billion by 2021. Indeed, the market has immense potential. All you need is to craft a digital approach that fulfills the purpose.

When it comes to the purpose or goal, there is one basic aspect that all digital marketing campaigns should cater to. And that is, encouraging the target audience to make a move and increase the leads. There are multiple ways to compel visitors. From website design to content strategy and social media presence, everything contributes to the purpose.

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XFL Momentum: Social Media, A Look At the Numbers

One of the best ways to predict momentum towards the season is by digging into the Social Media followings of the XFL and its teams. While Social Media following can't capture the true fanbase size and can't give a complete picture of attendance expectations, it can show what teams are capturing the excitement of their cities.

The XFL has been moving forward with a really smart marketing strategy, in my opinion. You saw that in action on Monday when the XFL announced their official league footballs. Each individual team gave footballs wrapped like Thanksgiving Turkey's to national and local sports influencers.

If you follow the official team accounts (you should if you don't) you'll see that they've utilized effective gorilla marketing at populated events, mobile billboard advertisements, and partnerships with key local media for their markets. This is all pushed forward by experienced sports industry marketing professionals that the league and teams have hired. All that marketing leads to interaction on Twitter, Instagram, and Fac

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Three Keys to Coca-Cola's Success on Social Media

As social media has evolved and matured, consumers' thirst and expectation for original, authentic content have increased exponentially... and the world's biggest brands are not excused.

Coca-Cola is one such brand that has managed to navigate its way through this age of social media enlightenment within FMCG.

Coca-Cola has used various tactics to ensure it has maintained a healthy presence on social media and in this piece, I'm going to look at three ways it keeps itself front of mind for consumers.

Consumers as creatives (UGC)

Coke launched #RefreshtheFeed in November 2018, by giving its social media accounts a complete factory reset.

The revamp marked the launch of [the brand's new social strategy](#) "rooted in optimism, uplift and connection." and was conceived to celebrate World Kindness Day (observed annually on November 13th).

Coca-Cola went dark on its Facebook, Instagram and Twitter accounts on November 12th, only to re-emerge on World Kindness Day 2018; sharing nearly 100 original images, with help from four popular street artists who embrace the brand's core values.

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Why the Future of Influencer Marketing Will Be Organic Influencers

Influence has long been at the core of marketing - seeking it, amassing it, then effectively wielding it to achieve your goals. It's also, coincidentally, what gave rise to the influencer marketing industry.

But after riding high on the growing ubiquity of social platforms and the democratization of celebrity over the past decade, it seems influencer marketing - in the traditional sense - is in the midst of an irreversible fall from grace.

As Casey Ferrell, Vice President and Head of U.S. Monitor (owned by Kantar) [said in a recent Media Post interview](#):

"We are at peak influencer, and it's beginning to run its course"

And if you've been paying attention to the news at all this past year, it's easy to see why.

The (Lack of) Trust Factor

As an industry, influencer marketing has become over-saturated and beleaguered by a heavy barrage of high-profile scandals and rampant reports of fraud.

We've seen everything from reality TV stars accidentally posting brand instructions into their promotional posts, to a beloved social influencer admitting she's actually a CGI robot, to brands like Payless fooling influencers into paying \$640 for \$20 shoes and not one but two documentaries on the absolute dumpster fire that was (or wasn't) the Fyre Festival.

[Read More](#)

Is Marketing an Art or Science in 2020?

Painting a masterpiece based on data? You must be in marketing! We explore that age-old question here: Is marketing an art or a science. Or, is it an elegant juxtaposition of both in 2020?

We associate marketing with witty advertisements, spectacular billboards, and quirky taglines. It's no wonder marketing is believed to be art – all about creativity and expression. But then we remember the demographic analysis, market research, and trend forecasting that marketers do, and we start believing that marketing is a science. A number of articles and discussions have deliberated whether marketing is an art or a science. As marketing is a field that's evolving rapidly, let's look at this old question in the context of marketing for 2020.

Look around you and consider some successful marketing strategies and campaigns. It probably strikes you that they are based on insights gleaned from hard numbers and data. Then creative imagination has been put to use to make an emotional connection with the audience. This is what makes marketing such a uniquely challenging and rewarding area of work – the elegant juxtaposition of analysis and creativity. This is why marketers really need to get both the art and the science right.

Marketing is Where Art and Science Meet

Let's consider that you have a travel portal. If you choose to drive traffic to your portal from a social media site such as Instagram or Facebook, you will start with budgeting and audience targeting – which is science and numbers. Next, you need an ad creative. What headline, what image, or what video will interest your target audience? How can you motivate them to click through to your site and remember your brand? What should your ad contain that will help you stand out from the competition?

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NFL and MLB Players Team Up to Start a Marketing Venture

The unions that represent NFL and MLB players are starting a company designed to help athletes in all sports capitalize on the value of their name, image and likeness, especially in the burgeoning market for video games.

The new company, named OneTeam Partners, is backed by private equity firm RedBird Capital, said the firm's founder, Gerry Cardinale.

The business will be run by Ahmad Nassar, president of NFL Players Inc., the union's licensing and marketing arm. Brent Stehlik, an operating partner at RedBird Capital and formerly chief revenue officer of the Cleveland Browns and San Diego Padres, will serve as president.

At the outset, the new venture likely will focus on video games and trading cards, which are already revenue-generating platforms for football and baseball players. OneTeam Partners also will begin a venture fund, Cardinale said. The sports unions will have 60% of the equity, with RedBird taking the rest, he said.

"What we want to do is optimize products across sports, whether it's esports or cricket in India or North American sports," Nassar said in an interview. "We think there's so much room to run in terms of the types of games and products that are available to fans. The realization for all of us was partnering with outside capital and capitalizing this business. That was the missing ingredient."

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Seven Stages of Content Marketing

Marketing has evolved significantly over the course of last decade. Cold calls, billboards, print and electronic media advertisements are all the rage. With people spending more time online than offline, these tactics have become obsolete and don't deliver great results anymore.

This has forced marketers to switch to inbound marketing. Instead of interrupting users at worst possible time, inbound marketing is all about delivering valuable information when they need it. Content marketing is an imperative part of digital marketing.

Content marketing has been around for quite some time now which means that most brands

are already adopting it. This means that there is a lot of competition and your content piece can easily get lost in the sea of other content which is being pushed by others.

To increase the chances of your content marketing success, you must follow a process. Like everything else, content also has a lifecycle which involves different stages. By developing a deeper understanding of each stage, you can achieve much better results with your content marketing efforts.

Branex recently published an Infographic that highlights seven stages involved in content marketing lifecycle.

[Read More](#)

Articles of Interest

Walgreens captivates consumers via digital coolers

Walgreens is expanding its partnership with Cooler Screens, which utilizes sensors and cameras and enables participating brands to deliver tailored messaging to shoppers based on attributes such as age and gender. Walgreens completed its initial Cooler Screens pilot and is launching the service in the Chicagoland area with plans to roll out to 2,500 US locations with the potential to reach more than 75 million individuals monthly.

Report: Values drive consumers to pay more for goods

Consumers will pay more for products and brands that are in line with their values and one-third will stop buying from brands they've lost trust in, according to research from IBM and NRF. About 70% of consumers who shop based on their values pay 35% more for sustainable products, the survey found.

C-stores fill a growing role in the food and beverage arena

Convenience stores including Wawa, Sheetz and 7-Eleven have become popular food and beverage destinations, with improved offerings that feed consumers' growing snacking habits. C-store sales are up about 30% from a decade ago, and the number of US convenience stores has grown by 28% since 2000.

Wegmans set to debut revamped website, app

Digital coupons, personalized searches and options for curbside pickup or delivery are among the changes coming as Wegmans Food Markets prepares to unveil a revamped website and app. The Rochester, N.Y.-based grocer sent an email to customers about the changes on Friday and also said its website and app would be down temporarily today but functioning normally again on Tuesday.

[Fox called for "Super Monday" to become a holiday](#)

Why it matters: Fox has launched a "Super Monday" campaign that encourages Super Bowl fans to take the day after the big game off work to watch TV, with ads that feature the "The Mayor of Monday" -- comedian Finesse Mitchell -- and his slightly more realistic workplace sidekick -- Paul Lieberstein from "The Office." The push also features Fox stars such as Rob Lowe, Liv Tyler and Will Arnett sharing what they'll be up to on "Super Monday."

Every year there are stories about the loss of work productivity associated with people showing up to work late (or not at all) the day after the Super Bowl. And every year I wonder why the NFL doesn't move the big game to Saturday. C'mon NFL ... for an organization that just loves to wrap itself in the American flag, moving the game to Saturday would be an easy way to show some love for the American economy. What do you think?

[Variety online](#) (1/12)

Major League Baseball punished the Astros

Why it matters: Over the past few decades, Major League Baseball has changed drastically with the introduction of new technologies to make the game fair. After the stunt the Houston Astros pulled in the 2017 World Series against the Los Angeles Dodgers, the game may also need new technology to [keep teams from engaging in foul behavior](#). An investigation recently found the team used a center-field camera to intercept the opposing team's catcher's signs and then relay them to Astros batters. Today, the league issued its punishment. Considering how many times the outcome of the 2017 World Series hinged on one pitch, the whole scandal has got to have Dodger fans feeling blue. --*Evan*

[ESPN](#) (1/13)

Snow and sand were this artist's canvas

Why it matters: Simon Beck is an artist whose work depends entirely on the wind, the snow and the waves. He uses pristine areas of snow and sand to create meticulous designs that are truly stunning. Check out the above video to see a few samples. The wolf one is incredible.

[Hackaday](#) (1/11)

Starbucks innovation continues -- one cup at a time

In the process of roasting coffee, there's a device called a "tryer" that allows the roaster to check on the progress of the beans -- and to adapt accordingly. The word and the process are rich with possibility, as is the recent innovation lab at Starbucks that shares its name. The Tryer Center is a hub for creativity and experimentation, as well as a physical representation of a culture shift that brings "idea to action in 100 days." Starbucks CEO Kevin Johnson sat down with Stephanie Mehta, editor in chief of Fast Company, for a conversation Monday morning at NRF 2020.

[National Retail Federation](#) (1/13)

Something for Boston fans

While the New England Patriots won't be playing in the Super Bowl this year, there's still something for Boston fans ... a Hyundai ad. The automaker released a teaser for its Boston-themed spot, which features four Boston-linked celebrities and plays on the city's notorious accent, Ad Age's E.J. Schultz reports. A Hyundai spokesman did not directly comment when asked if the automaker shot the ad with the expectation that the Patriots would be in the Super Bowl. "It would have been serendipitous for Boston's home team, the Patriots, to be in the Super Bowl again this year, but the spot is not reliant on any specific team being in the big game," the spokesman said. "We think the humor will stand on its own and is something that will be enjoyed on a national level." Watch the teaser [here](#).

Hyundai CMO Angela Zepeda sat down with Schultz at CES last week and revealed the "[secret sauce](#)" of Super Bowl advertising. The key, according to Zepeda, is to find the "human truth." Hyundai will air its 12th Super Bowl commercial in the last 13 years.

Snack time

Frito-Lay is bringing [Cheetos and Doritos](#) back to the Super Bowl, Ad Age's Jessica Wohl reports. PepsiCo Inc.'s snack unit confirmed it will run two 30-second spots during the Feb. 2 game, but did not disclose details. This will mark Cheetos' return to the Super Bowl after an 11-year hiatus.

Flashback: Cheetos ran its first Super Bowl ad in [2009](#), which showed a woman using the snack as a lure for pesky pigeons to retaliate against a spoiled woman yapping on her phone. In 2019, [Doritos ran a spot](#) featuring Chance the Rapper and the Backstreet Boys re-imagining the boy band's hit "I Want It That Way."

To keep track of all the advertisers running national spots in the game, bookmark Ad Age's regularly updated [Super Bowl ad chart](#).

It's electric

General Motors is bringing back the Hummer and will promote it with a Super Bowl ad starring LeBron James, [reports Schultz](#), citing people familiar with the matter. The automaker will revive the polarizing brand, but this time as an electric truck instead of an emblem of gasoline consumption.

Spotted

Jennifer Lopez is apparently not only co-headlining the Super Bowl halftime show, but will also star in a Super Bowl commercial, according to [TMZ](#). Lopez and her fiancé Alex Rodriguez were seen on set at the Hard Rock Hotel in Fort Lauderdale, along with DJ Khalee, rock star Steven Van Zandt and NBA great Kareem Abdul-Jabbar. It is unclear which brand Lopez will represent.

Golden SUV

Kia shot its Super Bowl commercial in Tulsa, Oklahoma, last week according to [Fox23](#). The scene looked like a police chase, featuring a golden SUV, and the company sent out a casting call for extras last month to play sports reporters at a news conference.

Last year, the automaker diverted from its typical approach of using celebrities with [a 90-second ad touting its factory in West Point, Georgia](#) and the workers employed there. This season's ad will be the first under Russell Wager, who [took over in July as director of marketing operations](#) after a stint at Mazda.

Quotable Quote

There are two ways to shed light; to be the candle or the mirror that reflects it.