



# 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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## **DEADLINE of April 16 is approaching for Career Success Stars Nominations**

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. You can nominate more than one student too!!

\*\*\*\*\*

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.

# April Is Financial Literacy Month – Register for the Free Program with 37 Modules from MoneySKILL

Educators can [register for the free program](#), which includes 37 modules that can be used as a stand-alone personal finance course or to supplement lessons in family and consumer sciences, economics, social studies, business and any other classes involving personal finances. More than 1 million educators and students have enrolled in MoneySKILL, and the program is proving vital for teachers and parents adapting to a remote learning environment.

## Webinar Recording: Money Habits Around the World

Wise recently hosted an outstanding webinar entitled *Money Habits Around the Globe*. They have agreed to make the webinar replay available to Virginia teachers. If you were not able to attend the webinar or would like to use the webinar in your classes, it is available to view or download using the link below:

[Wise Webinar Recording: Money Habits Around the World](#)

After watching, please be sure to complete the brief survey about the webinar by [clicking here](#).

## Digital Marketing: Tips for Measuring the ROI of Digital Marketing and Growing

In the bad old days, digital marketing was a free-for-all where instant gurus touted their money-making formulas (usually a little better than snake oil salesmen) and deluded followers into spending thousands for coaching programs that didn't work. Of course, without metrics for [measuring the ROI of digital marketing](#), these gurus continued raking in the money from gullible and desperate businesses.

This isn't a new problem and it's unique to digital marketing. As far back as the late 1800's John Wannamaker is quoted as saying:

*Half the money I spend on advertising is wasted; the trouble is I don't know which half.*

Traditional advertising faces a similar problem with companies allocating 60% of their media budget to television when only 18% of TV advertising campaigns generate a positive ROI, according to [Nielsen](#).

Now, of course, digital marketing is much more sophisticated and it's harder for false gurus to seduce business owners without proving the ROI resulting from their digital marketing programs. Below are the results from studies showing the ROI of digital marketing:

From: The Edge Marketing News

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## **NBA Adds Pepsi to Sponsorship Portfolio in New Multi-Year Agreement**

The National Basketball Association (NBA) has named Pepsi as an official marketing partner of several major tournaments under a multi-year contract.

Under the terms of the agreement, the food and beverage manufacturer will become an official partner of the NBA, the Women's National Basketball Association (WNBA), NBA Development League (NBA-D-League) and USA Basketball.

Pepsi will utilise its Mountain Dew, Aquafina, Brisk, Doritos and Ruffles brands to engage NBA fans through sports marketing and activation.

Mountain Dew will act as the lead North American brand in the partnership, implementing several fan and community initiatives.

This includes a commitment to expanding the NBA's 3-on-3 basketball programme, NBA 3X, a growing league that 'brings the game of basketball to life in a fast-paced and engaging format.' Additionally, the Aquafina water brand will support the NBA's youth, health and wellness programs.

From: The Edge Marketing News

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# Why Marketing Can No Longer Ignore Customer Experience

Ask most marketers what they do, and they will start off by talking about content marketing, point of sale material and the leads they generate and pass to sales. They are focused on promotion, one of the four Ps of marketing first defined by E. Jerome McCarthy in 1960.

More strategic-minded marketers might talk about the other three P's as well: their role in product development, pricing and the places, channels or locations through which their products are distributed. These are the levers that they have been taught to pull to drive growth for their businesses.

Where does customer experience fit into all this? In the minds of most marketers, it doesn't — at least if they're being honest. They might throw "CX" into a few keynotes or panel conversations. But actually designing, shaping and taking responsibility for what happens when somebody interacts with the business? That is a complex remit that they have been happy to leave to customer-facing teams.

Suddenly, this is changing. Customer experience is rapidly becoming more designable, more accessible and more creative. It is also impossible to ignore its importance to marketing. Experiences are what people buy, what people remember and what people talk about. They are fundamental to the product and the way it is promoted. They build brands.

Nobody understands this better than small businesses, so it is no coincidence they are driving a new experience-led approach to marketing. These organizations have an instinctive feel for consistently delighting customers, making the experience itself a reason to come back and a reason to recommend to others. What has changed is that they now have the tools to design and deliver experiences like this at scale.

From: The Edge Marketing News

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# Five Signs That You Need to Stop Working as a Solopreneur

When most people think about solopreneurship, they're struck by the idea that they can be their own boss, work when they feel like it, and follow their passions.

While this can be true, it's only half the picture.

Solopreneurship is where a person [starts and runs a business](#) entirely on their own.

A solopreneur registers their own business, creates the website, writes all the content, does marketing, customer support, accounting, and everything else.

And this makes sense in a few cases:

- You lack the money or resources to hire other people to work for you
- You have a strong preference to work alone and not be responsible for others
- You're starting out and experimenting, with the intention to invest more if your business does take off

It's important to be aware of the challenges that come with solopreneurship. Even if you're currently successful, it's possible that you should quit working alone and [hire more people](#), sell your business and get a normal job, or partner up with another business.

We'll look at signs or situations that make it clear that you should consider quitting as a solopreneur and start working with a team. With the pointers in this post, you'll know if you should keep working solo or grow in a different way.

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## Recruiting Priorities by Companies in 2021 and Beyond

Each year, *Jobvite* surveys hundreds of recruiters and human resource professionals for its annual *Recruiter Nation Survey Report*. The 2020 *Jobvite* report spotlights how companies are changing their recruiting methods after the pandemic. The survey results can help you secure the job you want in a highly competitive market.

**What the survey uncovered.** Recruiters believe that many of the hiring shifts resulting from the pandemic are here to stay. This is true across career fields.

- The No. 1 goal of recruiters will be the *quality* of hires, with quality being more important than speed in filling a position.
- Lack of qualified workers remains a huge challenge.
- Diversity in hiring is highly important.
- Remote workers currently represent 50% of new hires according to one third of recruiters.
- Internal promotion is the No. 1 preference for filling jobs, with employee referrals of applicants coming next.
- Social media and job boards will be used more in the future to recruit applicants.
- The pandemic has reduced hiring by about 30% across companies.

**How interviews will be conducted.** Interviewing methods are changing. These results come from the survey...

- Three-quarters of recruiters say in-person interviews are the most effective.
- Half of surveyed recruiters currently conduct 50% or more of their interviews via video.
- About 40% of recruiters believe virtual interviews will be the norm in the future.

**What students and graduates need to do to take advantage of recruiting changes.**

Smart future job seekers will start positioning themselves while in school to take advantage of recruiting. With quality hires being the No. 1 goal of recruiters, you should take a stern look at your characteristics and skills. Train yourself in qualities you need to improve.

- Are you a strong communicator? Do you speak well and write so others understand? Is your body language appropriate?
- Are your soft skills exceptional? Are you honest, reliable, cooperative, and ethical? Are you a good team member? Can you lead when needed? Do you behave professionally?
- Do you possess the technical skills of your industry? Try to build skills beyond entry level.
- Do you have experience? If not, enroll in Work-Based Learning or an internship. Secure a part-time job to improve your soft skills, even if it's not in your career field.
- Do you interview well? Locate online jobs that interest you and practice interviewing by video recording yourself on your smartphone.

**Action:** What surprised you from " *What the survey reported?*" in the first set of bullets. Compare yourself to the points in *What students and graduates need to do to take advantage of recruiting changes*. What can you do now to improve your chances for a good job?

## The State of Summer Vacation

With Covid vaccinations underway, many people are wondering about travel.

The C.D.C. [has recommended](#) that Americans, even those who have been fully vaccinated, not travel yet. Case numbers have been rising in the U.S., and variants are spreading. But the reality is that many people who have received the vaccine are [booking flights and trips again](#).

Though this summer likely won't see travel at prepandemic levels, and many places remain closed, "bookings for almost everything are up," [Tariro Mzezewa](#), a Times reporter who covers travel, told me.

"Travel will go beyond the road trips of last summer," she says. "Vaccinated people will be more comfortable being around other people."

## So what will change?

Expect to show some sort of proof — either of a negative test or of vaccination — when traveling. "You should be planning on showing your negative test or staying home if you don't have one," Tariro says.

The European Union, for example, has announced plans for the [Digital Green Certificate](#), a so-called [vaccine passport](#) that countries can use to verify a person's health status and allow free travel across the bloc.

The concept of a vaccine passport isn't new: To travel to certain countries, for example, you already need inoculations against yellow fever and other diseases.

The travel industry and tech companies have been working on ways to streamline digital credentials for years, and during the pandemic some have started to repurpose that technology to show proof of vaccination. "It isn't far off in the future," Tariro says.

## Location matters

Countries are approaching travel differently. The Biden administration has said that it will leave the [development of a vaccine passport in the U.S.](#) to the private sector. At least 17 initiatives are underway, [The Washington Post reported](#).

"Some think a coordinated, nationwide vaccine passport system could help us get back to a semblance of normal life and speed up economic recovery," Rebecca Heilweil [wrote in Recode](#). "But this seems unlikely."

In Britain, Prime Minister Boris Johnson has said that vaccine passports [would "definitely" play a role](#) in the future for international travel. China has already [introduced its own digital certificate](#), which shows a person's vaccine and testing history, and South



Korea [recently announced](#) it would issue vaccine passports to immunized citizens using a mobile app.

## A real-world example

In Israel, a possible vision of the postpandemic future is on display. More than half of Israelis have received both vaccine shots, and cases have dropped by 90 percent. [The economy has reopened](#) with help from a “Green Pass,” an entry ticket to society.

The pass isn’t being widely used for international travel — Israel is still closed to foreign visitors out of fear of variants — but it offers access to restaurants, concerts and more. Newspapers and commercials in Israel are already advertising summer getaways for the fully vaccinated in countries that have agreed to take them, including Greece, Cyprus and Georgia, according to Isabel Kershner, a Times correspondent in Jerusalem.

If you’re looking for more answers about vaccine passports, [read Tariro’s article](#). And here’s what you need to know about [the simple white cards you get after receiving a vaccine](#).

## Lesson of the Day: Suez Canal Blocked After Giant Container Ship Gets Stuck

In this lesson, students will learn how a lone ship has disrupted global trade already upended by the pandemic, capturing the world’s attention — and the imagination of the internet.

Video : [https://www.youtube.com/watch?v=1w90oOCogAs&feature=emb\\_imp\\_woyt](https://www.youtube.com/watch?v=1w90oOCogAs&feature=emb_imp_woyt)

### Lesson Overview

*Featured Article: “[Suez Canal Blocked After Giant Container Ship Gets Stuck](#)” by Vivian Yee and Peter S. Goodman*

A massive container ship was wrenched free on Monday, six days after it became stuck in the Suez Canal, one of the world’s most vital shipping lanes. The blockage had left more than 100 ships stuck at each end of the canal, and snarled global trade, which was already reeling from the coronavirus pandemic. This latest news has raised hopes that traffic could soon resume in the canal and limit the economic fallout of the disruption.

In this lesson, you will learn more about the significance of the Suez Canal and about how one trapped ship can single-handedly disrupt the global economy. In Going Further

activities, we invite you to offer your own solution to free the giant container ship from the shores of the Suez Canal and to create an internet meme to capture the moment.

## Warm Up

Since March 23, a gargantuan container ship, the Ever Given, has blocked the Suez Canal, thwarting global trade and capturing the world's attention — and the imagination of the internet. Have you been following the story? Have you seen any pictures of the giant ship and the dwarfed tugboats and diggers trying to free it, or any of the internet memes and jokes that have arisen from the odd and striking situation?

Test your knowledge of the famous canal and the stuck container ship with this short quiz. (Don't worry, it won't be graded!)

- **Dig deeper into the moment.**  
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1. Where is the Suez Canal?

- a) Egypt
- b) Iran
- c) Panama
- d) Turkey

2. How big is Ever Given, the ship stuck in the canal?

- a) The length of a T-rex skeleton
- b) The size of a football field
- c) Roughly the size of the Empire State Building lying on its side

3. What percent of world trade passes through the Suez Canal?

- a) less than 1 percent
- b) 3 percent
- c) 10 percent
- d) over 50 percent

Now, check your answers by watching the three-minute video below, published by CNBC on March 25. As you watch, correct or fill in any of the answers you didn't know.

Video : [https://www.youtube.com/watch?v=1w90oOCogAs&feature=emb\\_imp\\_woyt](https://www.youtube.com/watch?v=1w90oOCogAs&feature=emb_imp_woyt)

What other interesting facts did you learn from the video? What questions do you still have about the blockage of the Suez Canal?

## Questions for Writing and Discussion

[Read the featured article](#), originally published on March 24 when the ship first became stuck, then answer the following questions:

1. How did a container ship named Ever Given become stuck in the Suez Canal? Where did the ship originate from, and where was it going?
2. Understand the scale and scope of the story by finding some numbers in this article: How long is the Ever Green? How long is the Suez Canal? As of March 24, how many ships were stuck behind the Ever Green? What percent of the world's goods are transported on ships? How many tugboats did it take to free a similarly sized ship, the CSCL Indian Ocean, when it was stuck in 2016 near the port of Hamburg, Germany? What do these numbers tell us about the magnitude of the challenge?
3. Why did Capt. John Konrad, the founder of the shipping news website gCaptain.com, say that the ship could not have run aground in a worse place in the world? How is the Suez Canal a "choke point"?
4. What rescue efforts are underway to free the Ever Given? What are some of the challenges in moving an ultra-large container ship?
5. How will the blockage of the Suez Canal affect globe trade? What kinds of goods are transported through the North African waterway?
6. What is your reaction to the article? Are you surprised that one ship (albeit, a very large one) could disrupt the flow of international trade? What do the events of the past week say about the interconnectedness and precariousness of our global trade system? What questions do you still have about the grounded ship and the efforts to free it? From what you learned, how hard will it be to free the Ever Given?

## Going Further

### Option 1: Learn more about the Suez Canal and its role in the global economy.

What more do you want to learn about the Ever Given, the Suez Canal or global trade? What questions do you still have about the current situation? For instance, why does the Suez Canal play such a pivotal role in world trade? What are the costs of closing of one of the world's most vital maritime arteries? What alternate routes will ships have to take if they cannot go through the 150-year-old canal? How have other large ships that have run ashore been freed?

You can keep up with the unfolding story in the Suez Canal by reading [Live Updates](#) or one of these articles from The Times's extensive coverage:

[Why the Suez Canal Is So Important](#)

[With the Suez Canal Blocked, Shippers Go Around Africa](#)

[In Suez Canal, Stuck Ship Is a Warning About Excessive Globalization](#)

[How Giant Ships Are Built](#)

How did reading more on this topic add to your understanding? Did it change your perspective on the featured article? Share three takeaways from what you learned with your class.

### **Option 2: Offer a rescue solution for the Ever Given.**

With the ship stretching about 1,300 feet long and weighing around 200,000 metric tons, dislodging the Ever Given has proved challenging. How was it eventually freed? [The Times reports](#):

Together, the armada of tugboats — their engines churning with the combined power of tens of thousands of horses — have been pushing and pulling at the Ever Given for days.

Then, before dawn on Monday, the ship broke free from the shore and was partially refloated — a moment both shipping and Egyptian officials hoped marked the beginning of the end of the saga.

Once fully afloat, the ship can be easily controlled by tugboats and safely pushed out of the way.

Read the entire article detailing the rescue efforts, then tell us your reaction. What aspects of the efforts do you find most fascinating, surprising or memorable?

Over the past six days, as the ship remained stuck in the canal, people across the globe offered their own solutions. If you were asked by Suez Canal authorities to help free the Ever Given, what practical or out-of-the-box ideas would you recommend? Feel free to include drawings or diagrams to explain your ideas.

For inspiration, read [this article](#) in Slate or watch [this video](#) from CNN in which young children were asked what they would do to free the ship in the Suez Canal.

## **Not Just Like Flipping a Switch**

After almost a week of dredging, digging and tugging — and with some help from the moon — salvage teams yesterday [freed the giant container ship](#) that had been stuck in the Suez Canal, one of the world's most important shipping lanes.

As a result, traffic has resumed for the hundreds of ships waiting on both ends of the canal. And while estimates have varied wildly, the delay is also expensive. "The disruption has caused the canal authorities in Egypt losses of \$95 million in revenue," The Times's Peter Goodman told me.

And even though the ship is free, [the disruption isn't over](#).

“It’s not just like flipping a switch,” Vivian Yee, the Times’s Cairo bureau chief, told me. Now that the ship is out of the way, the backlog will take at least a few days, maybe even weeks, to resolve.

## **What happened?**