

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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What's Going On In this Graph?

What story does this [graph](#) about baseball, basketball and football ticket sales tell?

From: The New York Times

Can Social Media Be a Tool for Learning and Growth in Schools?

How does your school view social media like Facebook, Twitter, Instagram, YouTube and TikTok? Does it have its own social media accounts? Do teachers and staff use any of these popular apps to engage with students in the classroom or in after-school clubs? Click [here](#) for the lesson associated with this topic.

From: The New York Times

Are Some Youth Sports Too Intense?

Should there be limits on how much time students devote to sports each week? Click [here](#) for the lesion associated with this topic.

From: The New York Times

Time Management Affects All Your Work Efforts

"It's not enough to be busy, so are ants. The question is, what are we busy about?" Henry Thoreau, American author

Common Time Management Mistakes

To manage time effectively, you'll need to understand the obstacles to being a good time manager. By recognizing the following ten common time management mistakes, you can train yourself to avoid those mistakes.

1. Failing to keep a To Do list
2. Avoiding setting time-management goals for yourself
3. Neglecting the need to prioritize
4. Becoming distracted
5. Procrastinating
6. Failing to say, "No"
7. Thinking being busy means being productive
8. Trying to do too many things at once
9. Skipping breaks
10. Omitting task scheduling

Tips for Better Time Management

"Until you can manage time, you can manage nothing else," according to Peter Drucker, the well-respected business management consultant. You can use the list below to become a better time manager.

1. Create a daily To Do list.
2. Establish a date or time to complete each task.
3. Set an earlier deadline date on your calendar than the "drop-dead" date.
4. Work backward from project deadline to project start-up to establish dates for task completion.
5. Bunch similar tasks together.
6. Set an alarm on your watch one hour before you're expected at an appointment or meeting.
7. Close your door or wear earplugs to control interruptions and drown out distractions.
8. Turn your phone off and put it where you can't see or hear its notifications.
9. Do not take a phone or tablet to a meeting unless you need to connect to an electronic demonstration.
10. Answer important email first thing in the morning and routine email later in the day.
11. Anticipate time crunches and ask for help well in advance.

12. Learn to say, "No."

Action: Stephen Covey, author of *The 7 Habits of Highly Effective People* and consultant to leading businesses before his death in 2012, cautioned: "*The key is not in spending time, but in investing it.*" Prepare two columns with one labeled "How I Spend Time" and the other labeled "How I Invest Time." Analyze your time used each day and when you do each activity. List each activity in one of the two columns.

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Social Media Ad Spend to Surpass Print for First Time

Zenith, a media agency owned by Publicis Media, predicts global social media ad spend will grow 20% this year, reaching \$84 billion. According to Zenith's data, social media advertising will account for 13% of total global ad spend and rank as the third-largest advertising channel, behind TV and paid search.

2019 will be the first year that social media ad spend outperforms print ad spend, says Zenith, with newspaper and magazine ads generating less than \$69 billion this year.

SMBs and digital brands driving social ad growth. Zenith attributes the growth across social media ad channels to SMBs shifting and adding budgets in order to take advantage of the targeting and localization capabilities offered by platforms like Facebook.

"Small businesses in the U.S. are spending heavily on social media and paid search, and are fueling much of the global growth of these channels," writes Zenith.

Facebook reported last Friday that it estimates more than 140 million businesses are currently using its family of apps (Facebook, Instagram, Messenger and WhatsApp) every month, "To find new customers, hire employees or engage with their communities." During the company's first quarter earnings report call earlier this year, COO Sheryl Sandberg said that Facebook's top 100 advertisers accounted for less than 20% of the company's ad revenue. "Our advertiser base is more diverse compared to the same period over last year," said Sandberg in April, backing up Zenith's theory that the surge in social media ad spend is a direct result of SMB ad investments.

From: The Edge Marketing News

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Creative Marketing Ideas to Get More Customers and Followers

Earlier this year, KFC debuted the KFC Innovations Lab to raise crowdfunding support for bold, attention-grabbing marketing concepts. The public can vote on wild ideas such as a Kentucky Fried Hot Tub and a figure skating show about the life of founder Colonel Sanders.

KFC intends to find out what a kernel of creativity is worth to its fans. While it may seem like this strategy is all in good fun, the truth is that creativity costs money and resources -- and not every company is keen to invest what the marketing department needs.

Research shows that creative brands consistently see better results. According to McKinsey's Award Creativity Score, companies that win the highest number of Cannes Lions awards have higher organic revenue growth, return to investors and net enterprise value. Nielsen, in analyzing hundreds of consumer goods campaigns, found that the power of creative to increase sales is more than double that of reach, targeting and brand.

Birds Eye, for instance, reinvested in creativity after four years of declining growth. To rate the creativity of campaign ideas, it measured consumers' emotional response via neuroscience feedback. The expense paid off. New campaigns, creatively adjusted per consumer feedback, have generated a 24 percent higher average return on investment and restored the company to a growth period.

From: The Edge Marketing News

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Fall Sports Promotions Urge Students Support IU Athletics

From complimentary bald caps at Wilkinson Hall to a de facto dog park at Bill Armstrong Stadium, there are no shortage of themes and giveaways at upcoming IU sporting events.

Athletic director for fan experience Jeremy Gray said these promotions can affect not just the fans, but also what transpires on the field of play.

"We want to establish a festive atmosphere that gives our team a home-field advantage," Gray said. "We want students to come to the games because they are loud and make it hard for the opponent."

Drawing out the Hoosier masses means connecting with IU's largest demographics, such as fraternities. The house with the most members present at the men's soccer game Oct. 9 received a pizza party, courtesy of IU athletics.

Gray said fraternities are a foundational part of the Hoosier fanbase.

"They're large organizations, and you can send an email to the president, and they can deliver a promotion to a lot of people in their own house," Gray said. "If you see where Armstrong

Stadium is situated, it's a very short walk for the students in the Greek community to come and watch."

An even more ubiquitous group the sports marketing team has targeted is dog lovers. During "Pups at the Pitch" on Oct. 27, fans are encouraged to add barks and yips to the cheers at the women's soccer game against rival Purdue.

"Everybody loves bringing their dogs to those things," Gray said. "Actually, people will come to see the other dogs."

Still, Gray said when it comes to sports promotions, it is tough to top the original.

From: The Edge Marketing News

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Six Ways to Do Digital Marketing for Nonprofits

When people talk about digital marketing, they usually think about small businesses or large corporations. However, nonprofit organizations, government agencies, and churches have to do digital marketing too. They have to realize that they are after different goals. Government agencies usually want to provide valuable information to their citizens. Churches are trying to attract members to their ministries or to the congregation. Nonprofits want donations and volunteers. Here are some tips to help you with the digital market of your nonprofit.

Blogs

To [get donations](#) and more volunteers, you have to inform people of what you are doing. Blogs and newsletters are a great way to keep your current members informed, but they have the added bonus of attracting others to your site. [Blogs show you are an expert](#), provide valuable information and provide content for search engines. Newsletters are longer and are usually sent through email. They also help keep your donors informed and provide valuable information. Newsletters are especially helpful after a [fundraising event](#) where you can thank those involved and tell how much money was raised. You could take information in a newsletter and put it in a blog and get two for the price of one.

Social Media

Facebook, Instagram, and [YouTube are perfect for marketing](#) your nonprofit organization. You can post pictures and videos from events. You can target a younger audience. You can post messages that you want to get to the general public. Nonprofit organizations often get comments and shares on the posts because people

are interested in them. Joining groups on your social media accounts is a great way to reach people you don't know. If they share the post, it will go to all their friends. In groups, you are able to discuss your passions that is not as easy to do in your own accounts because they might share similar passions.

From: The Edge Marketing News

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Articles of Interest

Samsung's campaign with BBH to bring people's selfies into outer space is No. 3 on Ad Age's list of the week's Top 5 creative brand ideas. Check out the full list [here](#).

BMW's X2 launch takes Twitter by storm

A brand new BMW model can get anyone's heart racing. But introducing its new X2 sport activity coupe on Twitter took it to a whole new level, generating more than 12 million video views and 70 million impressions. [See how the automaker sparked interest and excitement for its new car model by launching on Twitter.](#)

How Audi used sports, superheroes, and Twitter to launch its fully-electric SUV

When Audi launched its first all-electric SUV it put the pedal to the metal — working with media agency PHD and Twitter to create a campaign combining superhero movies with super sports events. By tapping into Twitter's receptive and influential audience, Audi drove awareness of the e-tron in fresh and compelling ways. [Click here to learn how it did it.](#)

Changing shopper trends fuel discount store growth

Consumers are shopping slightly more often and spending less during their shopping trips, said David Gordon, research director at Edge by Ascential. The trend has fueled growth at discount retailers including ALDI and Dollar General, which tend to have smaller stores that lend themselves to quick trips

Small businesses, consumers pay the price for tariffs, senator says –Watch Short Video

Sen. Chris Coons (D-Del.) recently visited Carlton's, a men's and women's apparel store in Rehobeth Beach, Del., and spoke with small business owner Trey Kraus, who said his suppliers have already raised their prices in anticipation of tariffs. "Tariffs, despite what some people might say, are not paid by the Chinese, they're paid by American consumers," Coons says in this NRF video. [See more.](#)

Walgreens makes first drone delivery in Va. test

Walgreens fulfilled its first drone delivery in Christiansburg, Va., on Friday, in the form of a package that was delivered via a drone developed by Alphabet-owned Wing Aviation. FedEx is also a partner on the test.

Shoe company Rothy's uses Happy Returns' cardboard-free totes

Rothy's, a direct-to-consumer brand of shoes made from recycled plastic, has expanded its relationship with Happy Returns by shipping returned items in reusable totes, which ends the need for cardboard boxes. "We're constantly examining how we can reduce waste, and are proud to partner with fellow companies that prioritize the same goals," says Rothy's executive Heather Howard.

Crocs takes TikTok by storm with "#ThousandDollarCrocs"

Crocs attracted more than 100,000 followers within one week of launching a TikTok profile and the brand joined the platform because of the popularity of challenges already involving its shoes, such as the "Crocs Shoe-Throwing Challenge." Chief Marketing Officer Terence Reilly says the brand raised awareness of its new profile with a "#ThousandDollarCrocs" challenge -- inspired by Post Malone's "I'm Gonna Be" track that features the lyrics, "Richard Mille my watch; thousand dollar Crocs" -- and the hashtag was viewed 95 million times with 45,000 videos created within 36 hours of its launch.

Amazon decline: Amazon's profits fell by 26 percent in its third quarter results, [reports](#) the Wall Street Journal, its first profit decline since 2017. However, sales were up by 24 percent to \$70 billion. The quarter included July's Prime Day.

Plunging: Twitter shares fell sharply yesterday after its third quarter results missed analyst expectations. Sales increased 8.6 percent to \$823.7 million, [reports](#) Bloomberg News, short of the \$876 million expected. The company said advertising privacy issues would continue to affect it.

TikTok success: Snack bar brand Kind, which this week became one of the first snack brands to create a presence on TikTok, received nearly 20 million views in the first 24 hours for a Hashtag Challenge promoting its Simple Crunch bar, [writes](#) Ad Age's Ilyse Liffreing.

HBO's "Silicon Valley" is about to kick off its final season, and as parting gift, fans of the show get to say goodbye by inserting themselves into its titles. As Ad Age's Ann-Christine Diaz [reports](#), a titles generator at [Bethevalley.com](#) lets viewers input a short two-word phrase, which will then replace the show's name in the opener and can be shared via social media. The tool encourages fans to "add your name, or whatever you want ... within reason."

Quotable Quote

The problem is rarely the problem. The problem is often the incredible amount of overthinking you are doing with the problem.