



The Latest Marketing News

Provided by your Specialist for Marketing and Related Clusters – Sharon Acuff

February 10, 2021

This newsletter is meant to give you news and information from the Marketing program area.

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Career Success Stars Nominations for 2021-2022

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.

CTE New Teacher Institute, July 12-16, 2021

The Virginia Department of Education (VDOE), in collaboration with the University of Virginia, will offer the CTE New Teacher Institute from July 12-16, 2021. The Institute is specifically for business and industry professionals who are transitioning directly to teaching in the CTE classroom.

- MEMO 029-21

[2021 Career and Technical Education New Teacher Institute](#) (PDF)

Creating Excellence Awards Application

Submit your Creating Excellence Awards applications to your CTE Administrator. There are three opportunities for recognition - Advisory Committee, Program, and Business and Industry Partnerships. The link to the Superintendent's Memo and application is included below.

MEMO 320-20

[2020-2021 Career and Technical Education – Creating Excellence Awards Application](#) (Word)

§ [MEMO 320-20, Attachment A: Secondary Application Packet](#) (Word)

Interpersonal Skills – Playing Together Well

Imagine yourself watching a group of small children playing together. Which ones play well with others? Which ones won't share? Do some sit off to the side instead of joining in? Do one or two cause the most friction? Which children smile mostly? Which ones frown frequently?

Now think about people you hang out or work with. Do some get along with everyone, while others give off negative vibes or become aggressive? Which ones are you drawn to? Which do you avoid? Where do you fit between these two groups?

The ability to develop good relationships comes down to your non-technical, interpersonal skills—like empathy, patience and ability to adjust to different people. These skills related to your personality are often called "emotional intelligence."

You will not be able to ignore coworkers and supervisors with challenging personalities, so you must use interpersonal skills on the job. While you can't change people, you can develop ways to approach different personalities in order to maintain good relationships.

Avoid taking everything personally. A coworker's negative reaction may have nothing to do with you.

- A person who comes across as hostile may be worrying about something in his personal life, or a coworker could be stressed about her work deadlines.
- You may feel annoyed by a coworker whose manner is negative when you ask a question, yet the person's behavior may have nothing to do with you. If you respond negatively, you will contribute to the problem.

Relationship advice: Analyze the personalities and behaviors of the people you work with and apply these methods to improve work relationships.

- **Learn to handle coworkers' egos.** Ego is about self-image and self-worth. People who come across as having a "big" ego may, in reality, lack

confidence. They cover up their shortcomings with bragging or pushiness. Listen to them and occasionally praise things they do well.

- **Stop the judging.** Because people are different does not make them wrong. Avoid pre-judging coworkers. Get to know them before forming an opinion.
- **Communicate to fit coworkers' styles.** Everyone does not take in information the same way. For those who like facts only, talk less and listen more. For those who want explanations, provide details.
- **Avoid venting about work at work.** Everyone gets frustrated sometimes, but venting at work is dangerous. Vent your job concerns to a family member or a non-work friend.
- **Show support and professionalism, even when disagreeing.** Be friendly and positive.
- **Offer to help.** Stress caused by too much to do in too little time affects behavior. If a coworker seems overloaded with work, offer to pitch in.

Action: Analyze yourself and list five words that describe your personality. From Relationships Advice above, identify the items you need to correct to improve your chances for success at work. Explain why the items cause you problems.

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Interpersonal Skills and Your Relationship With Your Boss

Feeling good about your interactions with the person above you at work means fewer worries and less stress to take home. And your current supervisor can be helpful in the future—to write a letter of reference, recommend you for a position or play some other professional role in your life.

Many additional benefits come from a strong relationship with your boss, including these important ones:

- Greater responsibility
- Feedback on how to improve your performance
- Trust that you can be depended on
- Raises and promotions

How interpersonal skills can strengthen your relationship

People can find plenty of things to complain about at work, and the boss is a good target. But don't let yourself become one of those who blames everything on the person above you. Use the following interpersonal skills to build your employee-supervisor relationship:

- Remember your boss is human. You have no idea what challenges he or she faces, including whether the boss's boss or customers are applying pressure.
- Be helpful when possible and stay out of the way if you can't contribute to the solution.

- Communicate, but don't probe into what is wrong when you sense the supervisor wants to be left alone.
- Be efficient and effective in your own work so you don't add to the boss's problems.
- Don't complain about your boss to coworkers.

If you feel your relationship with your boss has changed, don't delay in trying to repair the damage. Analyze the problem: *"Am I being dependable, trustworthy, effective at my work?" "Am I hard to work with?" "What can I do to improve the situation?" "Do I need to talk to my boss about the situation?"*

Questions to ask yourself if the relationship feels shaky

A troubled relationship with your boss affects your morale and productivity and, ultimately, your chances for keeping your job. It's not hard to recognize when the boss-employee relationship is going downhill, but you need to keep your eyes and ears open for clues. If you feel tension in the relationship, ask yourself these questions:

- Has the supervisor's tone of voice or non-verbal behavior changed toward me?
- Am I getting fewer challenging assignments?
- Am I a positive person or do I come across as negative?
- Does my supervisor have to point out my mistakes over and over again?
- Do I feel left out of the loop?
- Am I excluded from meetings that I once attended?

Action: Think of a time when you and a boss, teacher, principal, sports coach or other person in authority could not develop a good relationship. What do you think was the problem? What interpersonal skills could you have used to improve the relationship?

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Common Bookkeeping Mistakes New Solopreneurs Make

Most of the really bad mistakes are easy to prevent, fix, or avoid altogether if your company doesn't require them. Let's look at the most common mistakes you can navigate yourself.

The Difference Between W-2 Forms and 1099 MISC Form

You're probably wondering what a W-2 form is after researching a W-4, but both forms are used for employees. The W-2, however, is only given to an independent contractor, which is an employee that you don't have control over. [Creating a W-2 form online](#) is easy and can make streamlining the employment process simple.

The 1099 MISC form is used when hiring an independent contractor (W-2) but is used to report the contractor's payments. You must file your taxes correctly when it comes to your employees because you could face a fine or an audit from a misfile, which can raise your premiums in the future.

Scrambling to Do Taxes Last Minute

Tax season comes at the same time every year, but many professionals will leave filing to the last minute because they've neglected to keep track of their finances or receipts. To avoid penalty fees from late or improper filing, it's better to keep a record of your spending every single month so you can hand that information to an accountant quickly.

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Five Essential Elements of a Marketing Plan for a Small Business

If you are planning to open your own small business, the first step is to develop a business plan. The next step is to develop a marketing plan, as all business plans should be paired with a strategy for marketing your products or services. Marketing strategies vary in format, but they all have the common goal of attracting and building relationships with customers. The style is up to you, but it should include the following elements.

1. Marketing Goals and Objectives

You will need to develop realistic and measurable marketing goals that cover a full calendar year and are aligned with your business plan. Common goals in a marketing strategy include a targeted increase in products sold and a growth in customers. Your strategy will help you achieve your goals. As you develop it, you should factor in the type of products or services you are selling, how and where you sell them, and the level of consumer awareness surrounding your business.

2. Define Your Target Audience

Fully describe the characteristics of your potential customers, as well as their media viewing habits. For example, some restaurants target gourmets with an average income of over \$100,000, while others focus on providing affordable meals to individuals on a fixed income. Take the time to define your audience and customers for your products or

services, along with their unique demographic characteristics, such as age range, marital status, gender, race, income level, or education. This will also help you lay out your plan for distinguishing yourself from your competition.

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How Brands Are Leveraging Sports Marketing to Build a Stronger Consumer Connect

Fans are viewing matches – in the stadium (in the pre-Covid era), on their television sets, and now more so on-demand on their mobile phones.

“Show me the money!” shouts Cuba Gooding Jr in the 1996 super-hit movie Jerry Maguire. This was a classic scene where Gooding, a baseball player, is coaxing his rather smart-talking agent to get back in the groove. If you want a prime example of sports marketing this would be a great starting point. Sports already has enough emotion, drama and unscripted fun. A good sports marketer knows how to take advantage of this. Sports presents a huge audience for brands and athletes alike.

There are a few events that can create this much shared, unfiltered joy as that of being part of a good game. Whether it is on the field or watching it live as an audience member, it is an incredible bonding experience. In fact, it does not matter whether you get to watch your favourite team in the stadium, or on your mobile phone or an OTT platform – a true sports fan’s joy is undiminished.

So why sports marketing?

Sports has a following like no other. It cuts across a cross-section of people; rather hundreds of millions of people across the globe.

Sports marketing – while delivering moments of joy to the audience – also takes advantage of the large fan base (read: captive audience). It enables marketers to promote their products, services and brand reputation alongside some incredible goal kicks, winning assists and even the thrill of a penalty shoot-out.

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In 2021, What's Old Will Be New Again In Marketing

Fuel Capital's founder discusses how he sees marketing evolving in 2021 – mostly around how we'll see old school marketing resurfacing as marketers move away from the oversaturated channels like Facebook, Google, Twitter, etc. Instead, they'll put a new spin on traditional channels – radio ads, real-world advertising, experiential marketing, etc.

Good marketing meets the customer where they are – and for most of 2020, we customers have been in our homes and (more precisely) in front of our devices. As we shut ourselves inside for the past 10 months, brands amped up their digital spend to capture our attention and dollars.

These digital channels – already fraught with controversy – became more and more saturated during the age of COVID. Now, as we look forward from 2020, smart marketers are looking to the past for inspiration.

With the vaccine rollout underway and a mass emergence from isolation on the horizon, many brands are looking to bring back old-school marketing tactics as part of their 2021 strategies. Driven by industry-specific factors and unprecedented macro trends, the resurgence of time-tested marketing ideas will inform the 2021 approach of emerging, scaling, and established brands.

Why look backward to move forward? It's not just nostalgia. It's a natural response to the confluence of four significant elements of today's digital marketing landscape.

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How to Lead Kids Down a Path to Entrepreneurship in 2021

One 2020 positive is the opportunity to provide your child with a path to life as an [entrepreneur](#).

The latest generation has recently endured remote [learning](#) and collaborating in virtual environments. It used to be the workforce could select to delay adaptations based on markets and financials resources without sever repercussions. Now many are being forced to quickly adjust.

Taking advantage of this opportunity to show our youth the pros and cons of [entrepreneurship](#) could yield large success in later years. This will be a generation that understood social, political and economic situations on a global scale while having their own inner drives to make a difference.

Nurture their inner-entrepreneur

As a CEO and parent, I try to pass down the qualities that allow my children to consider a similar career, while leaving room for them to create their own paths. There are mixed reviews from schools along with theories suggesting you can't teach entrepreneurship. Unsurprisingly, a study conducted by OnePoll on behalf of [Kodable](#) found that 77% of parents have been supplementing curriculums with lessons at home to ensure their offspring are properly prepared for all the real world throws at them. Indeed over 80% of the families surveyed think education must better adapt to workplaces of the future.

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10 Questions to Ask for Better Marketing

“In marketing I’ve seen only one strategy that can’t miss - to market to your best customers first.” John Romero

While everybody understands the purpose of marketing, aka to make your business visible and attractive to your target audience, we are none the wiser when it comes to creating a winning strategy. Too many companies approach marketing strategy with a pre-designed template that determines a high-level course of actions. As such, marketing plan templates online provides a process overview that is easy to replicate. It’s not uncommon to rely on online expert articles to set up marketing goals. From using industry-standard KPI as objectives to finding inspirations in viral campaigns, it’s surprisingly easy to create a marketing plan that is unfit for your business. To avoid costly mistakes, businesses need to ask the right questions about their marketing strategies.

1. Am I Allowed to Do That?
2. Who is My Audience?
3. Is this Channel Secure?
4. Am I Different?
5. When is the Right Time?
6. Do We Speak the Same Language?
7. Am I Overly Promotional?
8. Who’s Trustworthy?
9. Do I Learn from Feedback?
10. What are my Competitors Doing?

Read the entire article for details on each question.

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TV Ads for Insurance Companies that Feature NFL Quarterbacks Greatly Outperform Other Ads

One-take bake. It's what [Progressive](#)'s chief marketing officer Jeff Charney calls Cleveland Browns quarterback Baker Mayfield.

In an interview with CNBC on Thursday, Charney praised Mayfield's sports marketing appeal, and with the team still in the National Football League's playoffs, the insurance firm is expecting a big weekend with its football ad spots.

"We're going to run heavy this week," Charney told CNBC on Thursday of the company's plan to run Mayfield's Progressive ads across networks, especially [ViacomCBS](#).

That's the network that will carry the Browns' matchup against the Kansas City Chiefs on Sunday. And according to advertising metrics data firm [EDO](#), insurance ads in NFL games featuring the player outperform other ads.

EDO used this example: "For State Farm, when Aaron Rodgers and Patrick Mahomes are featured in the ads during a game they're playing in, there's a huge boost in excess performance on a per person basis of people searching for State Farm. The ads perform two-three times better than other ads aired in those games."

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4 Digital Marketing Trends to Watch in 2021

No corner of the marketing world changes faster than digital marketing. As new technology arrives and old technology is grandfathered out, it can be difficult to keep up with all of the new different trends in the industry.

Digital marketing has proved itself to be unparalleled in its resilience over the past year: two-thirds of brands have seen a drop in revenue since the onset of the Covid-19 pandemic, and yet over a quarter of marketers are spending 90% or more of their budget on digital marketing according to a survey conducted by the Digital Marketing Institute.

In a field that crowded, you're going to need to stay on the bleeding edge if you don't want to fall behind. Here are some of the top trends in digital marketing you need to know about going into 2021:

1. Adjacent Search
2. Smart Bidding
3. Chatbot Takeover
4. Video Content

Read the entire article for more details.

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5 Minutes That Will Make You Love String Quartets

In this lesson, students will listen to songs played by string quartets. Then they will think about how their generation relates to classical music and whether classical music needs to change.

Lesson Overview

Featured Article: [“5 Minutes That Will Make You Love String Quartets”](#)

The “5 Minutes That Will Make You Love ...” music series invites writers, musicians and artists to react to [classical music](#). The curators of the series ask each guest to choose five minutes of music that they would play to make a friend fall in love with [the piano](#), [opera](#), [the cello](#), [Mozart](#), [21st-century composers](#), [the violin](#) or [the flute](#). In the featured article, they want to persuade friends to love string quartets — “their intimacy, intensity and joy.”

In this lesson, you’ll listen and react to the songs and the commentary. Then, you will reflect on your relationship with classical music and consider whether, and how, classical music should change in 2021.

Warm Up

When you think of classical music, what words, images or sounds come to mind? Does it feel old-fashioned and irrelevant? Maybe you imagine people in the 1700s loving classical music, like in [this TikTok](#), but don’t get what the hype is about today. Or perhaps you’ve always loved classical music or played it in a school orchestra and have a deep understanding and appreciation for the music.

Wherever you land on the spectrum of knowledge and appreciation, listen to this six-minute song selected by John Darnielle, the founder of Mountain Goats. As you listen, follow his advice: “To make you love classical music, I’d need your solemn word that you’ll spend five minutes in a state of deep but pleasant focus, not trying too hard to ‘get’ it. It’s music; we hear it and feel it; we can get into formal analysis later, if we feel like it!”

After listening, reflect on what you heard:

- How did “Ahoob (Calligraphy No. 140)” make you feel?
- What words, colors or images came to mind as you listened to the music?

Questions for Writing and Discussion

Instructions: The [featured article](#) includes 18 embedded songs that are each between three and 10 minutes long. Here are two suggestions about how to approach this article: You can read the commentary and listen to the songs in order, perhaps over the course of a few days. Or, you can skip around based on your interest and curiosity, making sure to listen to at least one song in its entirety. Then answer the following questions.

1. Select one song to write about. As you listen, write your observations and reflections in your journal. You can write words, phrases, complete sentences — or just express your reactions by drawing. Here are questions to consider as you listen:

- Can you hear and identify the individual string instruments? *A string quartet typically includes two violin players, a viola player and a cellist.*