

# The Latest Marketing News

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

November 14, 2018

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

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## VA DECA Day Submission

Reporting form can be completed here: <https://vadeca.wufoo.com/forms/virginia-deca-day-response-form/>

Must be submitted no later than December 7, 2018.

## Honor Society and Merit Awards Applications

Before a student is eligible to receive either of these awards, the application must be reviewed and approved by the Marketing Specialist. So have your students apply now, so that the application can be reviewed. The advisor will receive notification by email concerning the acceptance of either of the awards below.

Once that notification is received, the accompanying documentation must be mailed and is due in my office no later than December 14, 2018. (Not a postmark date). You can mail

both together in the same school package, just make sure you have an advisor verification form submitted for each type of award.

### **VA DECA Honor Society**

What is required?

- 3.2 GPA
- [Application Form](#) - indicating minimum 8 of the listed DECA activities
- One letter of recommendation
- Transcript
- Advisor Verification Form

### **VA DECA Merit Award**

What is required?

- Recognizes outstanding participation & leadership in VA DECA
- Complete at least 2 years of Marketing or be a graduating senior
- [Application Form](#) - written description of 4 DECA activities with details of participation
- 300 - 500 Word essay - "Ready for It" (the DECA Inc theme for 2018-19) means to you. Give examples to illustrate your explanation and how this will impact your future .
- Advisor Verification Form

# **Professional Development Opportunities**

## **Centers for Economic Education**

### **[Personal Finance Greatest Hits & Innovations: Free Lessons, Resources & Simulations](#)**

This “mini-conference” will feature the latest innovations in instructional technology and real-world personal finance simulations. Simulations range from *Gen i Revolution*, where students take on the role of operatives on 16 missions to help people save and invest, to *Invest in What’s Next*, new online modules designed to help students make their first

major financial decision – what path to pursue after high school. Teachers will gain access to a wealth of free personal finance lessons and resources from Next Gen Personal Finance, National Endowment of Financial Education, Federal Reserve Education, Teaching Money VA, Jump\$tart Clearinghouse, and the Council on Economic Education—just to name a few. Instructional simulations, lessons, and resources align with Virginia’s personal finance standards and help prepare students for the W!SE Financial Literacy test. Breakfast and lunch included.

**REGISTRATION DEADLINE: November 23**

### **ROANOKE AREA**

Wednesday, November 28; 9:00-4:00

Roanoke Higher Education Center (Room 715)

REGISTER HERE: <http://vcee.org/centers/virginia-tech/>

### **WISE AREA**

Thursday, November 29; 9:00-4:00

UVA-Wise campus (Computer Lab 208, Science Building)

REGISTER HERE: <http://vcee.org/centers/virginia-tech/>

### **Questions?**

Please contact Dr. Cheryl Ayers at [cheryl42@vt.edu](mailto:cheryl42@vt.edu)

## **Netflix Has Adopted Machine Learning to Personalize Its Marketing Game at Scale**

Imagine having a conversation with your financial advisor. He can tell by your tone of voice or facial expression if something makes sense or if you disagree with something, and he can adjust accordingly. But wouldn't it be odd if your advisor started making suggestions that were completely irrelevant to your financial situation? It would also be troublesome if he offered suggestions that you'd already discussed in a previous conversation or, worse, had already acted on.

You would be beyond frustrated to have such an experience when speaking face-to-face with an advisor -- or anyone trying to help you -- yet for years, we have accepted such lack of personalization as par for the course online.

How many times have you encountered such an irrelevant experience? I can think of many examples. Business-to-business (B2B) technology sites have suggested that I download a whitepaper I just downloaded. Retail sites have sent me emails recommending women's shoes when I have never shown any interest in women's apparel. I've seen retargeted ads across the internet that show me products I viewed at some point but quickly decided weren't right for me. Once you start noticing these unpersonalized experiences, you spot them everywhere

Read the entire article [here](#).

## Now What?

**Examine the use of machine learning with Netflix and brainstorm other uses in different industries. Is machine learning a fad or a trend?**

From: The Edge Marketing News

# 20 Best Chrome Extensions to Get Awesome At Digital Marketing

I confess.

As a digital marketer I'm constantly scouring the internet for material – text, video and everything in between to keep myself informed of the buzz in business.

It's a big part of how I arrive at content marketing strategies for clients.

Considering the amount of time I spend on the browser, I decided to try a few Chrome Extensions to help optimize my work. I was looking for tools that would help me organize my research and streamline processes like:

- analyzing sites and the information they share
- scheduling and tracking my emails
- saving articles to read later
- sharing the interesting things I find and more.

- Here are 20 Chrome Extension I've found super useful.

Read the entire article [here](#).

## Now What?

**This activity is a little different. Have your students select different extensions and play with them. Have them examine how useful they are and how easy to use.**

From: The Edge Marketing News

## Three Brands Still Killing It On Facebook

More and more followers of fashion appear to be "under the influence" of a new breed of opinion-maker, and big fashion houses are taking note. Alina Cho is charting the trend: At this year's Oscar De La Renta fashion show, actress Dakota Fanning sat front row. So did Anna Wintour, Vogue magazine's indomitable editor in chief.

But sitting just across the runway from Wintour was Tina Craig, part of a growing army of social media stars known as "influencers."

"What I do is, I basically am just your friend next door. I'm your girlfriend. But I have this access that you want," Craig said.

It's access she's earned by amassing a huge online following, where she's known as Bag Snob. What makes Craig front-row fashion royalty are her candid, make-or-break handbag reviews.

"If I love something, I love it. If I don't, I tell you exactly why," she said.

Read the entire article [here](#).

## Now What?

**Discuss the benefits and potential hazards of using influencers for marketing.**

From: The Edge Marketing News

## Articles of Interest

[Survey: Walmart is top choice for online grocery](#)

Walmart topped Amazon as the No. 1 choice for online grocery shopping in a survey by researcher Retail Feedback Group. Local grocers, represented in part by Instacart, finished third in the consumer survey.

### **Amazon to hire thousands to handle increased delivery**

Amazon is hiring seasonal delivery drivers across the nation, along with its delivery service partners FedEx and UPS, which plan to hire 150,000 seasonal workers. Pay for these temporary positions at Amazon is based on market rates, and vans are provided by the company for the seasonal workers.

### **Macy's uses Instagram, Pinterest for gift ideas**

Macy's has created customized and shoppable Instagram carousel gift guides for its holiday campaign, which suggests gift ideas for an individual's family and friends. The brand will also roll out a "360 Globe" on Pinterest -- a virtual snow globe filled with hidden, shoppable gifts.

### **How to target millennials in rush of holiday marketing**

The holidays are shaping up as a hotly competitive shopping season as marketers pursue high-spending millennials. Michael Osborne recommends tips to gain their interest, beginning with respecting the flood of mobile marketing directed millennials' way by paring mobile messages to just the best offers.

### **Google workers reject Silicon Valley individualism in walkout**

The most remarkable aspect of the walkout at Google last week may not have been that an estimated 20,000 people participated or that it had global reach. It was the way the organizers identified their action with a broader worker struggle, using language almost unheard-of among affluent tech employees.

## **Quotable Quote**

The best way to predict the future is to invent it.

~~Alan Kay