



Welcome to Newsletter Volume 1, Number 6 to accompany *Marketing in the 21st Century* by Joel R. Evans (joel.r.evans@hofstra.edu) and Barry Berman (barry.berman@hofstra.edu).

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Here are 10 blog posts (in alphabetical order) covering many different topics from the last month. **JUST CLICK ON THE LINK OF INTEREST TO READ THE FULL STORY:**

- **A Fun Quiz: What Is YOUR Shopping Personality?** (<http://wp.me/p2qANL-2bL>): Do you like/love to shop — or do you hate to shop? Do you spend time comparison shopping — or buy whatever is readily available? Are you an impulse shopper drawn to sales and special displays — or a careful planner who sticks to a shopping list? Your answers to these and other questions help determine your “shopping personality.” Inquire.net has put together a fun quiz to determine your shopping quiz. **It is somewhat tongue in cheek!!**
- **An Infographic Dictionary for Business Founders** (<http://wp.me/p2qANL-2bo>): Often times, the lingo involved with startups is in a class by itself. So, what terminology is essential for business founders to know? As Pedro Sanchez de

Lozada writes for Udemy, an online educational firm: “Silicon Valley not only has its share of startups and founders. It has its own lucrative lingo. Outsiders need time to adjust to such new-found words. Though we see this same lingo popping up in places like New York, Boston, Portland and LA, the Valley is home to some of the most outrageously butchered start-up buzzwords. If you are just visiting, here for a long-term stay, or moving all together, I suggest you become familiar with how the left coasters chat. You may need to know this at your next pitch. Oh, and more importantly, don’t take these definitions too seriously.”

- **How Should Companies Respond to Tweets on Twitter?** (<http://wp.me/p2qANL-2bB>) With the growing popularity of Twitter as a business communications platform, companies have various decisions to make — including these: Does every tweet mentioning the firm’s name require a response? How should firms respond to positive tweets? To negative tweets? How fast should a firm post its response to a tweet? LeadSift recently conducted an important research project on these topics: “Is it better to answer an irate customer on Twitter, or take the conversation to E-mail? Should you include happy faces in your tweets, or keep them professional? There is no end to the questions that businesses have when developing their Twitter engagement strategy, so we decided to help. LeadSift examined over 10,000 randomly selected interactions from brands and small and medium-sized businesses on the LeadSift platform to see what works, and what doesn’t, when engaging with customers. Take a look at the following infographic for 10 research-backed ways to improve your Twitter customer engagement.”
- **How to Generate Better Product Ideas** (<http://wp.me/p2qANL-2aV>): New, actionable ideas are the long-term lifeblood of both large and small firms. It is rare that a business can survive over time with just the products being marketing today. Many companies recognize that idea generation and assessment are aided by following a series of steps. Others are totally haphazard in their approach and hope to eventually have a “eureka” moment. As Laura Montini, reports for *Inc.*: “When it comes to great ideas, intuition is ‘more powerful than intellect.’ That’s according to the late Steve Jobs. Many experts would agree that truly transformative ideas rarely come from one individual with a high IQ. Instead, these researchers, executives, and entrepreneurs believe that innovation is largely the result of freewheeling collaboration — with just a few guidelines. Bluescape, creator of collaboration software and hardware, organized a few of these experts’ insights into four main steps. Take a look at the infographic below for tips on creating an effective idea strategy.”
- **It’s Not Just About Happy Customers; Angry Customers Matter Too** (<http://wp.me/p2qANL-2c9>): All companies — both large and small ones — treasure and understand the value of their happiest customers. The number and loyalty of these customers is often the difference between the companies’ success and failure. But, how should we deal with our angry customers? As a general rule, we should not give up on them until we understand their feelings and try to turn those negative feelings around. Consider these observations from Vision Critical, which provides a cloud-based customer intelligence platform that allows companies to build engaged, secure communities of customers: “The value of your happiest customers is well

understood, but the influence and potential of angry customers should not be underestimated.”

- **Measuring Public Relations Effectiveness** (<http://wp.me/p2qANL-2c5>): How effective are a company’s public relations efforts? The answer to this question has become even more complex in this era of online viral marketing and word of mouth. It’s not enough to just count and analyze mentions, etc., as we did the even in the most recent past. According to Onboardly: “PR is still a mystery to many. Press releases. How some make it onto TechCrunch and others with equally great products or stories remain unknown. Say the words ‘PR Metrics’ and you’ll get an even more quizzical face in response. Some question the value of PR for their business and well. PR metrics are what demonstrate the need and the effectiveness for tactics such as earned media, influencer relations, content marketing, and good old-fashioned press mentions. We’re firm believers in the power of PR to make big things happen – no matter how small the company or the size of the budget. We’ve developed this infographic as a way to explain a bit behind what PR is as well as what it can do.”
- **Mobile Internet Is Booming** (<http://wp.me/p2qANL-2cW>): In a very short time, mobile advertising has really taken off. And it promises to keep on booming. Thus, marketers must act accordingly. ☺ According to new research by eMarketer: “The global mobile advertising market will hit two significant milestones in 2016, according to new figures from eMarketer, surpassing \$100 billion in spending and accounting for more than 50% of all digital ad expenditure for the first time. The \$101.37 billion to be spent on ads served to mobile phones and tablets worldwide next year represents a nearly 430% increase from 2013.”
- **Resume Tips You Can Use** (<http://wp.me/p2qANL-2cx>): In this post, let us discuss six very essential aspects of resume design – and provide various tips accordingly: **What is the purpose of a resume? Should there be an opening summary at the top of the resume? How should you decide what content to include on the resume? How long should your resume be? Is it OK to use one version of a resume for all possible jobs? Does the “look” of the resume matter?** [As Branch Rickey, the Brooklyn Dodgers general manager who signed Jackie Robinson to be the first African-American to play Major League Baseball, once said: “Luck is the residue of hard work and design.”]
- **The State of Wearable Technology** (<http://wp.me/p2qANL-2bQ>): To date, the current popularity of wearable technology seems to be more of a company and media public relations campaign than based on actual sales revenues. In many cases, firms have not met their sales goals for the latest in wearable technology; and consumer interest is far less than expected. This is in some part due to consumers questioning whether they really need wearable technology when they have the most-advanced smartphones which are capable of doing so much. Although some firms have succeeded with their wearable technology, Google has virtually withdrawn Google Glass from the marketplace. So, it will be interesting to see how Apple fares when it introduces its high-tech watch.

- **The World's Most Ethical Companies According to the Ethisphere Institute** (<http://wp.me/p2qANL-2bW>): There are various reports about the most ethical firms in the world. One of the most comprehensive such reports is compiled by the Ethisphere® Institute: "The World's Most Ethical Companies® designation recognizes companies that truly go beyond making statements about doing business "ethically" and translate those words into action. Honorees not only promote ethical business standards and practices internally, they exceed legal compliance minimums and shape future industry standards by introducing best practices today. In 2015, 132 honorees were named spanning 21 countries and five continents and representing over 50 industries. In its ninth year, the list includes 15 nine-time honorees and 11 first-time honorees."

Regards!

Joel R. Evans

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Welcome to Newsletter Volume 1, Number 5 to accompany *Marketing in the 21st Century* by Joel R. Evans (joel.r.evans@hofstra.edu) and Barry Berman (barry.berman@hofstra.edu).

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- **Does Rebranding Always Work?** (<http://wp.me/p2qANL-29B>): Many times, companies tinker with their logos, their slogans, and other branded materials. They want to “freshen” things up. Four recent rebrandings (Gap, Starbucks, Vodafone, and AirBnB) are the subject of a recent analysis by Erik Devaney for HubSpot: “From establishing goals, to iterating on designs, to actually implementing your branding changes on your Web site and across all of your marketing channels, it’s a lot of work.”
- **Do People Still Look at Banner Ads? A Humorous View** (<http://wp.me/p2qANL-29h>): Each year, marketer spend millions of dollars on banner ads. With that in mind, a good question is: Do people actually look at these ads? Recently, Canadian-based Prestige Marketing prepared a brief tongue-in-cheek infographic addressing the

above question: “They are made to be eye catching and impressive so that they create an urge in the visitors to click into their business. But, their mass production and misuse has caused viewers to be skeptical and unresponsive to them. Do people still fall for this attractive ad?”

- **Fraud and Brand Safety Are Key to Ad Buyers** (<http://wp.me/p2qANL-29p>): According to eMarketer: “From the looks of it, ad fraud, viewability, and brand safety may turn out to be big digital ad buzz phrases this year. In a November 2014 study by Integral Ad Science, these emerged as the three most important aspects of media quality among US digital media buyers. One-third of respondents in this group ranked ad fraud as No. 1, while brand safety accounted for 26% of responses and viewability over one-fifth.”
- **Marketers Need to Know: Is This End of the Facebook Free-For-All for Brands?** (<http://wp.me/p2qANL-293>): Facebook now derives several billions a year from its advertising fees to companies. But the rules keep changing. Are you prepared for what’s next? According to Dayna Rothman, writing for Marketo: “Ah Facebook, you never know what’s coming next! Facebook continues to change their newsfeed algorithm, making it increasingly difficult for brands to reach their fans through organic posts, forcing marketers to rethink their approach to social media. With many of the new Facebook updates and focus on user privacy and preference, organic reach continues to fall short. If you are a large brand only 2-8% of fans actually see your posts and only .073% of brands’ fans actually interact with these posts! Facebook says that these changes are in the interest of keeping users happy, but at the same time, Facebook’s ad revenue continues to climb — are paid ads a marketer’s only hope?”
- **New Adidas App for “Sneakerheads”** (<http://wp.me/p2qANL-29I>): There are millions and millions of apps out there — some better than others. ☺ One clever new app is from Adidas, called Confirmed. As described by Kyle Stock for Bloomberg: ““Here’s how it works: Consumers who download the app, register with personal details, and allow push notifications from Adidas will get offers to reserve limited-edition shoes and apparel as they become available. Those who respond first are given the right to buy the products at a certain time and place, both in Adidas-owned stores and other retailers.”
- **Pay More Attention to Loyal Customers!** (<http://wp.me/p2qANL-28K>): Too many firms concentrate on how to woo new customers and, thus, they do not pay enough attention to what they can do to gain the loyalty and increased patronage of their repeat customers. For example, when was the last time that YOU ran a special sale just for current customers, communicated with your current customers via a phone call or direct mail piece, encouraged current customers to recommend new ones by giving the former a gift for doing so, sent birthday, anniversary, or holiday cards to current customers, offered extended shopping hours just for current customers, etc.? Unless you are actively engaged in all or most of these activities, you can do a better job in this area.
- **Social Marketing Tips** (<http://wp.me/p2qANL-28X>): It’s always a challenge to make our social media presence as effective as possible. We can ALWAYS improve! As Tailwind, a social media firm, puts it: “With the New Year come the New Year’s Resolutions. Maybe yours is going to the gym, learning a new language or even just

relaxing more. Whatever your personal resolutions might be, there's also a good chance that your social media accounts could use a new start in the New Year, too. That's why we put together this list of 10 social media resolutions to keep your brand on track."

- **The Weak State of Consumer Confidence in Latin America**

(<http://wp.me/p2qANL-29d>): With all of the media attention on Europe and Asia, there is not enough emphasis on what's going on in Latin America — a continent with nearly 500 million people. So, consider this, from Nielsen: "Mirroring consumer confidence declines seen around the world, sentiment in the Latin America region decreased three index points to a score of 88 in the fourth quarter [of 2014], as scores fell in five of the seven countries measured. Peru was the only country in the region where confidence improved and remained above the 100-score optimism baseline, rising four points to 101. Peru's latest reading outperformed Brazil's score, which dropped six points to 95, for the first time since 2011. Similarly, Mexico (85) decreased three points, Colombia (94) and Chile (81) decreased four points each, and Argentina (67) dropped one point. Venezuela's score (70) was flat from the previous quarter."

- **Understanding "Proximity Marketing"** (<http://wp.me/p2qANL-291>): Here's another hot new term for our growing marketing toolbox: proximity marketing. Do YOU know what this is and why we should grasp this concept? As Marketing Tech Blog explains it: "Proximity marketing is any system that utilizes location technologies to directly communicate with customers via their portable devices. Uses of proximity marketing include distribution of media at concerts, information, gaming and social applications, retail check-ins, payment gateways, and local advertising. Proximity marketing isn't one single technology, it can actually be implemented utilizing a number of different methods. And it's not limited to smartphone usage. Modern laptops that are GPS enabled can also be targeted through some proximity technologies."
- **What Job Skills Will Be Most Important in 2020?** (<http://wp.me/p2qANL-297>): As we plan our future career moves, it is essential to be aware of trends in the job marketplace. For example, what skills should we expect employers to desire in the year 2020? Consider these observations from YouTern: "Drivers of change are all around us. A globally connected world, the ability to scale a brand based on a social media post, cross cultural conversations, and a new reliance on digital communication all mean we need to evolve past our industrial age educations and mindsets about work. *Welcome to the Social Age.*"

Regards!

Joel R. Evans

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Hofstra University



Welcome to Newsletter Volume 1, Number 4 to accompany *Marketing in the 21st Century* by Joel R. Evans (joel.r.evans@hofstra.edu) and Barry Berman (barry.berman@hofstra.edu).

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- **Are Firms Now Smarter About the Customers to Target with Discount Offers?** (<http://wp.me/p2qANL-27m>) We know many shoppers regularly look for discounts, and won't make discretionary purchases without them. But, there are also shoppers who often buy without looking for a sale. Through their access to big data, a growing number of firms are learning to better target their discounts. As Shelly Banjo reports for the *Wall Street Journal*: "There's a growing gap in retailing between those who get discounts and those who don't. Retailers such as Stage Stores Inc., which runs 880 department stores, including the Bealls and Goody's chains, are starting to pare back the promotions by showing them only to customers who respond to price reductions. At the other end of the spectrum, Stage Stores has shoppers who are more interested in nabbing the newest styles in shoes and handbags than in sniffing out bargains. Stage Stores rarely advertises clearance sales to them."

- **Can McDonald's Be Fast Again — in Service and Sales Growth?** (<http://wp.me/p2qANL-27G>) Isn't it time for a number of fast-food restaurants to return to their roots and offer scaled-down menus and fast service? In the "good old days," fast-food menus were really simple. However, over the last several years, many fast-food chains have added numerous items to their menus — sometimes to broaden their target markets and other times to include some healthier items. Consider this 2015 screen capture from McDonald's Web site. It's not even readable unless you actually visit the Web site. McDonald's seems to have gotten the message — albeit just a bit so far. After a period of lackluster results, the world's biggest fast-food chain has decided to trim its menu. To date, the other leading fast-food food restaurants do NOT seem to have gotten this message at all.
- **Entrepreneurs Feeling GREAT About 2015** (<http://wp.me/p2qANL-27C>) After enduring the Great Recession, many — but, by no means all — entrepreneurs have done better the last couple of years. So, how are they feeling as we enter further into 2015? As Leigh Buchanan reports for *Inc.*, the leading publication devoted to entrepreneurs, as well small and fast-growing firms: "Entrepreneurs, optimistic by nature, are particularly — indeed, almost giddily — enthusiastic. Our second annual State of Small Business survey finds their collective confidence up sharply from last year. While they do have concerns — about health care costs, political gridlock, and regulation — most seem to share the sentiments of J. Schwan, CEO of Solstice Mobile in Chicago, who says, 'It would take something pretty significant to inhibit the growth we've been experiencing.'"
- **How Do College Students "Connect" with Brands?** (<http://t.co/OLTv3pLIDQ>) Marketers today recognize the enormous buying power of college students and very much want to gain their attention and patronage. But are marketers able to "connect" with college students through media channels which they most favor? "After all, it is a mostly millennial subset that already deploys considerable spending power and (with degree in hand) will be poised to outearn and outspend noncollege millennials for decades to come."
- **How to Shop More Safely Online** (<http://wp.me/p2qANL-277>) As we know, hacking and identity theft make us more vulnerable than ever when we shop with a credit or debit card — whether in a store, over the phone, or online. So, we need to do all we can to protect ourselves. In the infographic from Sainsbury's Bank, "We've put together 15 steps for safe online shopping, along with how to stay safe using mobile devices, and Wi-Fi. We've also included tips on what to do if you encounter any illegal activity."
- **Inventive "Foreign" Brand Names for Chinese Firms** (<http://wp.me/p2qANL-26c>) Many domestic Chinese companies want to project a more foreign (exotic) image. So, they have created brands that are not perceived as Chinese. As reported by Dan Levin for the *New York Times*: "Eager to glaze their products with the sheen of international sophistication, many homegrown retail brands have hit upon a similar formula: Choose a non-Chinese name that gives the impression of being foreign. Chrisdien Deny, a retail chain with more than 500 locations across China, sells belts, shoes and clothing with an "Italian style" — and a logo with the same font as Christian Dior's. Helen Keller, named for the deaf-blind American humanitarian, offers trendy sunglasses and classic spectacles at over 80 stores, with the motto 'you see the world, the world sees you.'"

- **Marketing Number One in Yet Another Career Survey** (<http://wp.me/p2qANL-26N>) For those with a college degree, Marketing places TWO career options in CareerBuilder's "Top Jobs for 2015" survey — Marketing Executive at number one and Sales Manager at number ten. According to the study's press release: "Looking for a new job in the New Year? CareerBuilder partnered with Economic Modeling Specialists Intl. (EMSI) to compile a list of hot jobs for 2015 based on supply and demand. The list features occupations for which the number of jobs companies post each month significantly outpaces the number of people they're actually able to hire — showing where companies are hungry for talent and how much the positions pay."
- **Understanding How Google Search Works** (<http://wp.me/p2qANL-26G>) Google Search is by far the world's dominant search engine — with about two-thirds of all searches globally conducted with Google. According to Internet Live Stats: "Google now processes over 40,000 search queries every second on average, which translates to over 3.5 billion searches per day and 1.2 trillion searches per year worldwide." Yet, most users of Google Search — even those who pay Google to advertise — do not know how the Google search engine actually works. **Do you?**
- **What Are the Best Ways to Influence People?** (<http://wp.me/p2qANL-27S>) Persuasion is a key skill for marketers to master — not manipulation but honesty-based persuasion. As Emma Snider writes for HubSpot: "Instead of deciding which method of persuasion to use based on gut feel, salespeople can now consult the science before proceeding. So before your next meeting or call, think: Which of these six tactics would hold the most sway over this particular buyer? Adjust your approach accordingly and you'll have them signing on the dotted line in no time. It's not magic; it's science."
- **What Are the 50 Most Socially Influential Brands?** (<http://wp.me/p2qANL-22G>) A new brand rating from Lithium Technologies rates the importance of the leading 50 social global brands. "The Klout 50 is a ranking of the top 50 global brands with the most social influence and engagement. The Klout 50 is the ultimate ranking of brands that are authentically connecting with their digital audience. These social elite brands are the most active on social media platforms and their audiences consistently share and interact with their digital content. Amazon lands the #1 spot followed by Microsoft and MTV. These brands are reinventing the way they connect with people and share experiences on social media. They are authentic, create compelling and meaningful content as well as engage with everyone — not just the positive, most influential fans."

Regards!

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- **2014 Best Global Brands** (<http://wp.me/p2qANL-22J>): Each year, Interbrand presents a ranking of the top 100 most valuable brands in the world: “To be included in Best Global Brands, a brand must be truly global, having successfully transcended geographic and cultural boundaries. It will have expanded across the established economic centers of the world and have entered the major markets of the future.”
- **2014 Customer Champions** (<http://wp.me/p2qANL-22u>): “Since its inception in 2004, the 1to1 Media Customer Champions has grown into a one-of-a-kind awards program that honors and spotlights individuals responsible for game-changing customer-focused strategies — a truly unique event that honors the leaders who create innovative change in their organizations. The awards program now includes a group of more than 130 distinguished leaders representing household name brands.

From sweeping voice-of-the-customer initiatives and data analysis strategies to employee engagement and omnichannel initiatives, this year's 12 winners are the creative disruptors in their firm who play a critical role in advancing their organizations' customer strategies."

- **Are You Passionate Enough in Your Job Search?** (<http://wp.me/p2qANL-257>): It is not just our qualifications that determine whether we get a desired job. It is also the passion we display about getting and doing that job during the interview stage of the hiring process. Consider these observations from Jessica Simko, writing for Careerealism: "You [should] understand why a person who may be less qualified than you gets a job you don't get. It's all in the presentation. Oftentimes, you say all the right things but if your presentation is flat, it will fall on its face. If you don't really want the job or you aren't excited about it, it shows even if you say, 'I want to work here more than any other company.' Enthusiasm, presence, and passion – these qualities excite hiring managers and they will always tip the scale in someone else's favor if you don't show up with them in your interview."
- **BCBGMAXAZRIA: Now in 100 Countries** (<http://wp.me/p2qANL-222>): BCBGMAXAZRIAGROUP is a global fashion powerhouse: It "has more than 570 BCBGMAXAZRIA retail boutiques worldwide, each serving as a consummate showcase for women's ready-to-wear and accessory collections. There are currently over 175 BCBGMAXAZRIA boutiques in the United States, and BCBGMAXAZRIA is present throughout Europe, Canada, Venezuela, Chile, Portugal, Greece, Bahrain, Japan, Singapore, Malaysia, Taiwan, China, Hong Kong, and Russia among other countries. The Azrias' collections are also sold in specialty stores and in-store shops in major department stores across the globe, including Saks Fifth Avenue, Bergdorf Goodman, Bloomingdale's, Macy's, Lord & Taylor, Dillard's, the UK's Harvey Nichols, Hong Kong's Lane Crawford, Taiwan's Mitsukoshi, and Singapore's Takashimaya stores."
- **Hidden Meanings of Iconic Brands** (<http://wp.me/p2qANL-23S>): A number of famous brands have used their logos very cleverly. As reported by Tim Nunn of Ad Week: "British plastic card maker Oomph has collected 40 such logos — check them out below. Amazon, Unilever, and the Tour de France are particularly cool. How many of these sneaky messages would you have spotted without the help?" Take a look at the discussion accompanying each logo.
- **How Should Marketers Utilize Snapchat?** (<http://wp.me/p2qANL-21p>): Snapchat, the social media site where people can post photos and videos that are viewed and then disappear, is now three years old. But from a business perspective, Marketo (a digital software firm and information provider) asks: "Is Snapchat an application brands can successfully use to reach their customers? And if so, what are some best practices for using Snapchat in a marketing capacity?" Here's a Marketo infographic that addresses these questions.
- **LinkedIn Exec: Marketers Make Great CEOs** (<http://wp.me/p2qANL-25q>): Russell Glass is Head of Products for LinkedIn Marketing Solutions. He was formerly the founder, president, and CEO of Bizo, a B2B audience marketing and data platform. Glass is also the co-author of a new book titled *The Big-Data Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits*. In a recent article for *Adweek* tied to his new book, Glass says that: "The rising importance of data to companies (organizations in general and marketing departments in particular) is changing the perception of marketing's

value. In fact, marketing is now so important that CMOs [chief marketing officers] will make the best next-generation CEOs — thanks to their understanding of data and the customer.”

- **Seven Videos on Marketing Careers** (<http://wp.me/p2qANL-25E>): In this post, we present a variety of videos for those considering a career in marketing. They cover a lot of bases for you to think about.
- **Value of Customer Referrals** (<http://wp.me/p2qANL-20B>): We know that positive customer word of mouth (in person or electronically) can have a dramatic impact on firm performance. Here is a nice infographic by Forewards, a specialist in customer referrals for small firms: “We’ve provided a number of actionable tips and techniques in this blog which we hope was helpful. If you haven’t yet acted on some of these suggestions the time is now.”
- **Will New Calorie Labeling Rules Affect Consumer Behavior?** (<http://wp.me/p2qANL-24t>): ***Here’s a question for you as a consumer:*** Do food calorie counts affect your behavior? Why or why not? ***Here’s a question for you as a food marketer:*** Do you support calorie counts on restaurant menus and for vending machine food? Why or why not? Well, next year, new Food and Drug Administration rules on calorie counts will go into effect.

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- **Advertising Icons and Social Media** (<http://wp.me/p2qANL-1Zb>): Over the years, there have been some very effective advertising icons, such as Ronald McDonald, Mr. Clean, Tony the Tiger, the Gerber Baby, Jared for Subway, the Geiko Gecko, and Progressive's Flo. [Click here](#) to see one listing of the 25 best ad icons of all time]. Now that we are in the new era of social media, what can we learn from iconic advertising symbols that can be applied in this era?
- **Are YOU a Good Job Interviewee?** (<http://wp.me/p2qANL-21r>): A great resume can get you in the door for a prospective job. The goal of your resume is to get you through all the filters between your application and the personal interview. Most resumes never make it past the screening stage. SO, IT IS ESSENTIAL TO BE

PREPARED FOR YOUR INTERVIEW AND TO BE ABLE TO CONTROL YOUR ANXIETY LEVEL DURING THE INTERVIEW.

- **Best Jobs for Young People: Marketing Manager is Number One!**
(<http://wp.me/p2qANL-1ZO>): Would it surprise you to learn that — according to Glassdoor — the number one job for young adults is marketing manager? ☺ As reported by Aaron Taube **and** Skye Gould for *Business Insider*: “Twenty-somethings gave marketing manager an average satisfaction rating of 4.0, making it the top job for young professionals. Glassdoor community expert Scott Dobroski says its appeal lies in the way it gives young people the best of both worlds: a clear, defined career path alongside the opportunity to be creative in a collaborative environment.”
- **Branding and Millennials** (<http://wp.me/p2qANL-1YQ>): Millennials represent a very large and distinctive market segment — in the United States and around the world. In setting a brand strategy to best appeal to this group, various factors must be kept in mind by marketers. In a recent study (*Debunking the Millennial Myth: Initiative’s Global Research Study*), Initiative — a U.K.-based media planning and buying agency — “examined the lives of 10,000 25-34 year olds in 19 countries, finding out about their lives, their mindset, how they use technology, and how they feel about brands.”
- **Derek Jeter Post-Retirement: A Marketing Superstar Evolves**
(<http://wp.me/p2qANL-1YZ>): Now that the New York Yankees’ Derek Jeter has retired after a Hall of Fame baseball career and the adulation of millions of fans, he is focusing on his future. His marketing past — and present — has been pretty impressive (endorsement deals with Nike, Ford, Gatorade, Rawlings, Steiner Sports, Movado, Avon, and more). Jeter’s marketing future is being meticulously planned and some projects have already been launched, just a short time after his September 2014 retirement. Jeter’s first big post-career project is [The Player’s Tribune](#).
- **How Much Does Social Marketing Really Cost? The Case of Nestle**
(<http://wp.me/p2qANL-1Yy>): Most companies involved with social media are quite interested in keeping costs under control — and ensuring that those costs result in real benefits to those firms. With this mind, take a look at the infographic prepared by Percolate, a firm that uses software to connect and automate key marketing tasks: “At a 2014 AdAge Digital Conference, Nestle revealed that its teams produce more than 1,500 pieces of marketing content each day for its 800+ Facebook pages. What type of investment does that entail? We broke down the expected costs with our content partner Visual.ly to give you a full idea of what a Fortune 100 company like Nestle might spend on content marketing.”
- **Marketing to the Right Segment** (<http://wp.me/p2qANL-1ZM>): Most companies (of any size or type or location) use some form of market segmentation in their strategies. They recognize that they should not try to market to everyone but rather focus on a specific group or groups with offerings and marketing communications targeting a specific segment of customers. BUT, are all companies targeting the right customers — and are they doing so properly? Of course, the answer is no. So, how can we do better?

- **Median U.S. Wages Not Looking So Great** (<http://wp.me/p2qANL-1ZS>): Although the U.S. unemployment rate has come down in the years following the Great Recession, wages have not really bounced back in real terms (taking inflation into account). And, according to the U.S. Bureau of Labor Statistics, the income gap between the haves and have nots has steadily increased. This is NOT good news for marketers who appeal to middle-income consumers, as well as those selling non-necessities.
- **Personalize Your Products for Better Customer Relationships** (<http://wp.me/p2qANL-1Yv>): Are you personalizing your products (goods and/or) with customers? If no, it's time! As Informatica, a data integration firm, notes: "Personalization is the next big innovation wave in E-commerce. You need to use everything you know about each customer so you can market and sell to them more effectively in every channel. Everyone's been saying it for a decade — but now it's really happening. In every channel, intelligent personalization out-performs one-size-fits-all commerce. On Web sites. In E-mail. On mobile apps and sites in call centers. In social media."
- **Resources for Small Businesses** (<http://wp.me/p2qANL-1YX>): As we have written about several times before (see [1](#), [2](#), [3](#)), small businesses have numerous resource opportunities that they need to know about and utilize. Here are more resources, this time, provided by the UPS Store for *Inc.* magazine: "Small business owners are always busy and looking for a way to save money. That's why The UPS Store has done the research and hand-selected valued partners to provide you with exclusive offers on the products and services that you need most."

Regards!

Joel R. Evans

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Welcome to the inaugural newsletter to accompany *Marketing in the 21st Century* by Joel R. Evans (joel.r.evans@hofstra.edu) and Barry Berman (barry.berman@hofstra.edu).

We invite you to take a look at our marketing blog (<http://evansonmarketing.com>). There are already more than 1,000 posts, including infographics (well-crafted data charts), videos, and article links across a wide variety of marketing topics.

Each month, we will provide links and summaries to 10 of our posts that we hope you find interesting. Please send us any feedback on the blog that you may have at our book E-mail address: evansonmarketing@gmail.com

We will acknowledge at our blog anyone who sends us an idea for a post. 😊

Here are 10 blog posts (in alphabetical order) covering many different topics from the last few months. **Just click on the link to read the story:**

- ***Ad Age's 2014 Hispanic Fact Pack*** (<http://wp.me/p2qANL-1UX>): There are more than 55 million Hispanics in the United States, representing about 17 percent of the total U.S. population. As such, Hispanics represent an important — and growing — market segment for marketers.
- ***Amazon Versus Hachette, Amazon Versus Disney, Etc.*** (<http://wp.me/p2qANL-1Um>): As the world's largest book seller and online retailer, Amazon is never afraid to flex its muscles with regard to suppliers. So, these questions come into play: Is Amazon acting as an advocate for lower consumer prices (as the retailer claims)? OR is Amazon an unrestrained bully trying to increase its margins at the expense of its content providers (as critics claim)? WHAT IS YOUR CONCLUSION?
- ***Are Social Media Living Up to the Hype?*** (<http://wp.me/p2qANL-1Sh>): There have been numerous reports about how effective paid social media can be in driving companies' business. But a new study by Gallup puts some of these assumptions

into question. Its conclusion? Paid messages on social media are not driving a lot of business. [Nonpaid social media reviews, stories, etc. are impactful, though.]

- **Companies That Have Changed the World** (<http://wp.me/p2qANL-1Sc>): Many companies have had a major impact on business practices and our lives. And a lot of these companies have endured for a century or more. Recently, *Fortune* published a list of 27 companies that have changed the world over the last century-plus. Sorry, Apple fans — but Apple ranks only 16th on the list!
- **How Healthy Are We? Perceptions Vs. Reality** (<http://wp.me/p2qANL-1V4>): In this era of consumer self-awareness, marketers are interested in health-related questions such as these: Do you think YOU are healthy? If yes or no, what criteria are you using? Are you being truthful or rationalizing? How would you describe your eating patterns and level of physical activity?
- **The Growing Importance of Generation Z** (<http://wp.me/p2qANL-1Ri>): Our marketing dictionary keeps growing — in this case, we're talking about consumer typologies. Among them are the Greatest Generation (born 1925-1945), Baby Boomers (born 1946-1964), Baby Busters (born 1965-1975), MTV Generation (1975-1985), Generation X (encompassing Baby Busters and MTV Generation), Generation Y — also known as Millennials (1985-1995), and Generation Z (born 1995-2007).
- **Thinking About a Career in Marketing?** (<http://wp.me/p2qANL-1RY>): In the slideshow for this post, learn about the vast range of job possibilities in marketing, the kinds of organizations that employ marketers, and annual compensation for many marketing-related jobs.
- **Trends in Online Shopping** (<http://wp.me/p2qANL-1V9>): Here is an infographic from SnapParcel, an Ireland-based courier service, that looks at the evolution of E-commerce in the United States and around the world. As *Multichannel Merchant* reports, global online retail sales have increased by 17% annually since 2007.
- **Visualizing Big Data — A Microsoft Video** (<http://wp.me/p2qANL-1T4>): Microsoft has developed an interesting video overview that demonstrates the extent and value of big data.
- **Who Has the World's Toughest Job?** (<http://wp.me/p2qANL-1SY>): Looking for a video with a job-hunting chuckle and an emotional ending? Then, this is the post for you. Hang in there until the reveal in this video from American Greetings! It's worth it.

Regards!

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