



Welcome to Newsletter Volume 2, Number 3 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 well over 1,250 posts, including infographics (well-crafted data charts), videos, and article links across a wide variety of marketing topics. Since its inception, our blog has been visited by viewers from about 150 countries.

Each month, in this newsletter, we will provide links and summaries to 10 of our most recent 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 month. **JUST CLICK ON THE LINK OF INTEREST TO READ THE FULL STORY:**

- **31 Tips to Improve Your Writing** (<http://wp.me/p2qANL-2qA>): Take a look at the tips/tools offered by Lindsay Kolowich for HubSpot: “Whether you’re a published author or just starting to blogging, it’s not always easy to string words in a way that makes sense, sounds good, and makes a reader *feel* something. But every marketer should be able to write — and, more importantly, every marketer *can* write. It’s just a matter of finding the writing environment that works best for you, expanding your vocabulary, asking for feedback (and listening to it), and practicing.”
- **An Interview Tips Checklist** (<http://wp.me/p2qANL-2rv>): Hofstra graduate Emily Miethner is the founder of FindSpark, “a community dedicated to setting up every young professional for career success. We’re here to inspire you and give you the tools and resources you need to discover and follow your passions, meet great

people, and push you to be the best you can be.” One of the tools recently developed by FindSpark is an interview checklist. Check it out.

- **China-Based Singles’ Day Dwarfs Cyber Monday Sales** (<http://wp.me/p2qANL-2r0>): As reported by Knowledge@Wharton, “In just one day — November 11 — Alibaba Group generated a massive \$14.3 billion in gross sales for China’s major shopping event, Singles’ Day — ***a figure equivalent to seven times*** the volume Cyber Monday generated last year. As Cyber Monday is now here, U.S. online retailers and other E-commerce players are likely turning to Alibaba’s performance on Singles’ Day for lessons learned and takeaways.”
- **Customer Journey Mapping in a Digital Age** (<http://wp.me/p2qANL-2qs>): Knowledge@Wharton and Dell recently collaborated on research about the changes in the shopping process and how to handle them: “Digital transformation goes deeper than simply improving the customer experience. It is also increasingly used to transform business processes and interactions within a company to keep it relevant in the digital age. ‘Typically, digital is associated only with providing a superior customer experience. But digital can also help create new business models, drive operational excellence, and enhance employee engagement,’ says Raman Sapra, global head of Dell’s digital business services unit.”
- **Do Retailers Offer What We Want During Holiday Shopping?** (<http://wp.me/p2qANL-2r4>): As Retail TouchPoints notes, “Recent research indicates that the holidays bring significant mismatches between what consumers want and what retailers are able (or willing) to provide. Although 60% of consumers report that the availability of buy online/pick up in-store will affect where they shop — and an even higher percentage (72%) of consumers want to be able to buy online/return in-store — only 25% of retailers offer these services. And while two-thirds of consumers find online product recommendations helpful, a scant 16% of retailers expect a high ROI from this functionality.”
- **Inc.’s Coolest New Products for 2015** (<http://wp.me/p2qANL-2qN>): There are all kinds of best lists that appear at this time of year. We’re noting a few of them. In the area of innovation, one of the coolest (pun intended. ☺) lists is a ranking of the coolest products of the year. Bartie Scott has identified 15 cool new products in 2015 for ***Inc.*** Here are a few of these products.
- **How Will YOU Pay for Your Holiday Shopping?** (<http://wp.me/p2qANL-2rs>): Interestingly, according to a recent survey of 1,000 people, 39 percent of holiday shoppers will pay for their gifts in cash, 32 percent will pay with a debit card, and only 22 percent will pay by credit card. Three percent will pay by check. Take a look at this ***Wall Street Journal*** video to learn more.
- **May the Force Be with You -- and Your Toys** (<http://wp.me/p2qANL-2rn>): Although the latest installment in the Star Wars saga is first opening wide on December 18, toy makers and retailers have been revving up for an expected holiday bonanza. According to Bloomberg Business: “After ***Star Wars Episode III: Revenge of the Sith*** hit theaters in 2005, ***Star Wars*** toy sales jumped 385 percent from the year earlier. Since then, the property has been among the top 10 selling toy properties, according to NPD Group. With Disney its backer, the newest ***Star Wars*** film is poised to knock toy sales out of this galaxy.”

- **What's the Best Way to Sell a Product?** (<http://wp.me/p2qANL-2mX>): A lot of companies have turned to a rather impersonal self-service or online system for selling. In these instances, personal selling is avoided. But that is not always a good idea. Here are just a few instances where personal selling is imperative. Many consumers like shopping for items such as clothing (to try items on and better comparison shop in person). Advanced consumer electronics and major appliances. Items that are not purchased frequently and may be expensive, such as houses, jewelry, and cars.
- **When Is a "Sale" a Sale?** (<http://wp.me/p2qANL-2ri>): Unfortunately, too many retailers misuse the term "sale". And shoppers are often persuaded that a product is on sale even when it is not. The *Wall Street Journal* recently reported that "Price has become a moving target. Amazon changed prices 666 times on 180 popular products sold from Nov. 1 through Nov. 19, according to Market Track, a price-tracking firm. That is a 51% increase in price volatility compared with similar products sold during the same period a year earlier. Wal-Mart Stores Inc. 's prices changed 631 times and Best Buy Co. 's prices changed 263 times on similar products sold during the same period this year."

Regards!

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