



Welcome to Newsletter Volume 2, Number 1 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 1,200 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:**

- **Advertising's Impact: A WebpageFX Infographic** (<http://wp.me/p2qANL-2kz>): As marketers, we know how important that advertising can be. Nonetheless, with all of the message clutter due to competition and the expansion of multiple ad platforms — especially digital ones, getting advertising to stand out can be quite a challenge. Consider these observations by content marketer Chris Zook, writing for WebpageFX, “With so much ad-noise in the world, it’s a wonder that any advertisement can stand out from all the others trying to get consumers to spend money. But companies can’t just give up because there are a lot of ads — they need to make money, and they won’t make money if nobody hears about them.”
- **Being Motivated at Work** (<http://wp.me/p2qANL-2l2>): Would you consider yourself to be motivated about your work? Or are you lethargic and bored by your job? Of

course, we should want to answer yes to question 1 and no to question 2. Check out the infographic in this post to learn about seven of the most common reasons why people feel unmotivated at work — and how to fix them. You'll be back on your A-game in no time.

- **Career Advice from Learn How to Become** (<http://wp.me/p2qANL-2kQ>): Learn How to Become is an organization whose mission is to help students (or other aspiring professionals) understand what it takes to land their perfect career, from picking the right school all the way to climbing the company ladder. “We are passionate about creating a one-stop, comprehensive resource that can guide individuals.” Learn How to Become has some excellent career resources at its Web site. At the top of the screen are several tools that are available from the Degrees by Career and Career Toolkit tabs. It also features these specific career advice sites – 15 Best Job Search Sites; Green Careers; Non-Profit Careers; Veteran’s Guide to Getting Hired.
- **For What Career Are You Best Suited?** (<http://wp.me/p2qANL-2jK>) Are you uncertain about the best career path for you? Have you ever taken a career aptitude quiz? Here’s an interesting, easy, and fun “Career Decoder” quiz from Careerealism to encourage you to think more about your career options: “Using a series of ‘would you rather’ questions, we navigate you through a quiz that determines where your strengths in the workplace connect to your motivation. The result? A breakdown of your workplace ‘personas’ and how they contribute to the success of the organization.”
- **How to Know If Your Product Idea Has Potential** (<http://wp.me/p2qANL-2kc>): Not all product ideas that we come up with have commercial potential. So, how do we determine which ideas have the best odds of succeeding? For some tips, check out this *Inc.* video interview with Valerie Casey, who is the chief product officer at Samsung’s Global Innovation Center. She talks about the difference among a feature, a product, and a business.
- **Online Customer Reviews Are Quite Important and Impactful for Local Businesses** (<http://wp.me/p2qANL-2kZ>): Customer reviews and comments made at social media sites can have a large impact on a company’s image and performance, especially for local businesses. As eMarketer notes: “Customer reviews have gotten more important for local businesses over the years, according to research. And that means positive reviews appear to be having a bigger effect than in the past. Based on 2015 polling from local search marketing firm BrightLocal, more than two-thirds of US internet users trust businesses more because of positive online reviews.”
- **Searching the Globe for Innovations** (<http://wp.me/p2qANL-2kL>): At one time, the United States dominated innovativeness around the globe. But, that has not been true for many years. And we now know that important innovations can pop up almost anywhere in the world. This past summer, CNET embarked on a global road trip to uncover innovations worldwide. “Join us to see where they landed, the people they met, the innovations they uncovered — all from the comfort of your armchair. At CNET News, we make adventure easy.”

- **Small Business Social Media Trends** (<http://wp.me/p2qANL-2gC>): Interested in seeing how small businesses use social media to generate sales? Curious about which social media platforms are working well for small firms? For its seventh annual *Social Media Marketing Industry Report*, Social Media Examiner surveyed 3,720 marketers, business owners, and solopreneurs from the United States and overseas, to uncover various trends. Twelve of the most important trends are discussed in this blog post.
- **The Most Expensive Key Words on Google Search** (<http://wp.me/p2qANL-2kE>): Are you using or considering paid search on Google? Do you know what the 100 most expensive keywords are on Google? As Chris Zook writes for WebpageFX, “Google has billions of keywords at their disposal. But not all keywords are created equally, and costs per click can wildly vary from a handful of pennies to hundreds of dollars. So which ones are the most expensive? That’s what motivated us to get in touch with our friends at SEMrush and figure out the most expensive keywords on Google for 2015.”
- **The WWE (World Wrestling Entertainment) Really Knows How to Give Back to the Community** (<http://wp.me/p2qANL-2ks>): The WWE, the extremely popular wrestling company, has avid fans who attend the firm’s wrestling matches and watch its many cable TV shows. It also has detractors who pan the “fake” nature of the matches and its glorification of certain over-the-top activities. But the WWE certainly scores a 10+ for its involvement in the community, especially with the Make-A-Wish Foundation — a nonprofit organization with “tens of thousands of volunteers, donors, and supporters who advance the Make-A-Wish vision to grant the wish of every child diagnosed with a life-threatening medical condition. In the United States and its territories, on average, a wish is granted every 37 minutes.”

Regards!

Joel R. Evans

Barry Berman

Hofstra University