

The Latest Marketing News



Provided by your Marketing Specialist – Sharon Acuff

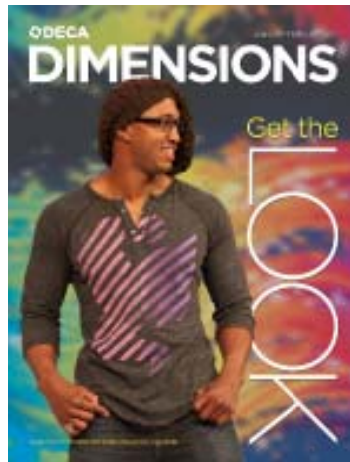
JANUARY 11, 2012

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

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LATEST DIMENSIONS MAGAZINE



The January/February 2012 issue of Dimensions focuses on fashion merchandising. View it online and download a worksheet at <http://www.deca.org/issues/30>.

Pages 8-9 features one of our students, Ryan Charchian, Lake Braddock HS in Burke, VA, who runs a blog entitled "Cashmere & Tweed".

Also, notice Chapter Clips on pages 26-27 from Sherando HS and Battlefield HS.

WHO SAYS MACHINES MUST BE USEFUL?

Read the article and answer the questions below.

<http://www.nytimes.com/2012/01/08/nyregion/brooklyns-joseph-herscher-and-his-rube-goldberg-machines.html>

WHO is Joseph Herscher?

WHAT is a [Rube Goldberg](#) machine?

WHERE does Mr. Herscher make his contraptions?

WHERE did he create his first one?

WHERE does he find the things that he uses in his machines?

WHEN did he begin making them?

HOW many times have viewers watched his YouTube video "[Creme That Egg](#)"? (**Watch the video at this link**)

HOW did he finance his plant-watering device created with the help of 40 children at the 2011 Venice Biennale?

WHY does Mr. Herscher worry that it will be difficult to find an art gallery that is willing to show his work?

THE ULTIMATE GLOSSARY: 120 SOCIAL MEDIA MARKETING TERMS EXPLAINED

The web today, things change fast. New applications launch every day, and existing applications continue to evolve and add new features. Just this year we witnessed the debut of Google+ and the introduction of Facebook Timeline. Even the Merriam-Webster Dictionary started adding a few to its collection!

Thus, while we're all learning about social media and [inbound marketing](#) as well as teaching others about it, having a resource that quickly and clearly explains all of the basic terms and applications are critically important.

Print it out to have on hand when others have questions related to social media marketing or build it into an activity.

<http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-120-Social-Media-Marketing-Terms-Explained.aspx#ixzz1izDtQxWK>

Possible Uses . . .

A term a day? A spelling list with an emphasis on definitions? Here's a term-now find an example of it online? You decide how to use it.

BIZARRE BOWL NAME GAME JUST PART OF MARKETING'S MARCH

What is BBVA Compass? No fair Googling, but here's a hint: It has nothing to do with using magnetic north to plot direction.

Give up? BBVA Compass is a financial holding company with headquarters in Birmingham, Ala. It has \$65 billion U.S. in assets - which should just about cover my Christmas Visa bill.

Let's try one more: What is Beef 'O' Brady's?

It's a family restaurant chain in the U.S. where the motto is "Good food, good sports." The menu features burgers, wings, wraps and, for a taste of the auld sod, The Dubliner: "Thinly sliced roast beef, sautéed mushrooms, Swiss cheese, grilled sourdough bread and creamy mashed potatoes smothered with our new Signature Gravy. Served with fresh steamed broccoli."

Yum-yum. If you went 0-for-2 on BB-VA Compass and Beef 'O' Brady's, don't feel too bad.

Depending on one's attitude toward consumerism and familiarity with high finance and steamed broccoli, ignorance is either a stain of shame or a badge of honor.

Read more at:

<http://www.montrealgazette.com/sports/Bizarre+bowl+name+game+just+part+marketing+march/5948319/story.html>

Possible Uses . . .

ISpend time looking at the title sponsors of the college bowls and discuss the quality of the match (sponsor and college

bowls), the perception attached to the game based on the sponsor, the value to the sponsor, etc.

REALLY BAD POWER POINT AND HOW TO AVOID IT

We are all guilty of putting way too much on a power point slide. Take a look at the following link to get some pointers for doing really persuasive power point presentations.

<http://www.sethgodin.com/freeprize/reallybad-1.pdf>

WHAT WOULD YOUR PERSONAL MASCOT BE?

Mr. Met, the mascot for the New York Mets baseball team, is a popular team mascot and symbol. If a mascot were designed for you, what would it be, and why?

<http://learning.blogs.nytimes.com/2012/01/06/what-would-your-personal-mascot-be/?nl=learning&emc=learninga3>

Possible Use: Tell what your personal mascot or symbol would be, if you had one, and why. Would it reflect you as you are? Specific interests, talents or skills? Your ideal self? Your personal "brand"? Or your hopes and dreams?

ARTICLES OF INTEREST

Report: N. America's retailers lose more to staff than shoplifters

Employees are responsible for 44.1% of retail shrink in North America, while shoplifting and organized retail crime accounts for 43.2% of the total, according to the Centre for Retail Researching's Global Retail Theft Barometer. Retailers worldwide spent \$28.3 billion on loss prevention and security last year, up 5.6% from 2010, the report found.

<http://www.stores.org/STORES%20Magazine%20January%202012/global-retail-theft-barometer>

Dollar General to open 625 stores in 2012

Dollar General said Tuesday it will open 625 new stores, create 6,000 new jobs and launch its first locations in California and Massachusetts this year. The discount chain, which currently operates in 38 states, said it also plans to remodel or relocate 550 existing stores.

<http://www.knoxnews.com/news/2012/jan/03/dollar-general-to-add-6000-jobs-in-2012/>

Which stores had the hottest holidays?

The holiday season clearly illustrated the sharp divide created by the current tough economy. Several retailers struck the right note with holiday shoppers, including Macy's, which continues to win with its local merchandising strategy; Costco and TJX, which attract bargain-hunting fashionistas; and Limited Brands, which brought in shoppers seeking affordable luxuries.

http://www.washingtonpost.com/business/economy/holiday-2011-sshopping-a-tough-economy-sharply-divides-winners-and-losers/2012/01/05/gIQASKzMdP_story.html

Why your business should be on Google Plus

Google Plus is growing rapidly, yet many small businesses have yet to take advantage of the website, writes Lisa Barone of Outspoken Media. The network allows businesses to easily segment their marketing messages and host video chats to stay in touch with employees or customers, she notes. Business users can also search for key business terms and track how their content is being shared, she writes.

<http://smallbiztrends.com/2012/01/google-plus.html>

Department stores hope "Fashion Star" boosts sales

Saks, Macy's and H&M have signed on to feature their fashions on a new NBC reality show called "Fashion Star," and will make the styles on the show available in their stores the next day. Celebrities Elle Macpherson, Jessica Simpson, Nicole Richie and designer John Varvatos will act as mentors for new designers on the show.

<http://www.mediapost.com/publications/article/165335/big-department-stores-help-brand-fashion-star.html>

Department stores put the focus back on clothes

Department stores including Saks, Nordstrom and Macy's are refreshing their fashion collections with an eye on wooing women back to buying apparel, after a recession-era romance with bags and shoes. During and after the recession, women boosted their purchases of purses, footwear and accessories as a way to spruce up their looks without spending on entire outfits, said Candace Corlett, the president of WSL Strategic Retail.

<http://www.bloomberg.com/news/2012-01-09/saks-woos-women-back-to-clothes-after-bags-for-recession-retail.html>

Retailers invest in pet medicine market

Brick-and-mortar chains have been adding pet medicines to their merchandise offerings in an effort to grab a piece of a business that has traditionally been left to veterinary practices. Target launched its PetRx program at 35 stores in 2010

and has since expanded it to 700 locations, Walgreen includes pets in family prescription plans, and Costco, Wal-Mart and PetSmart also are focused on expanding their pet medicine sales.

http://www.cleveland.com/business/index.ssf/2012/01/vets_scramble_as_retailers_jum.html

[Five questions to ask before starting your business](#)

<http://www.openforum.com/articles/5-questions-to-ask-before-starting-your-own-business?extlink=em-openf-SBdaily>

[6 Cultural Trends Every Business Must Embrace to Avoid Failure in 2012](#)

<http://www.openforum.com/articles/6-cultural-trends-every-business-must-embrace-to-avoid-failure-in-2012?extlink=em-openf-SBdaily>

[12 predictions for small business in 2012](#)

<http://www.openforum.com/articles/12-predictions-for-small-business-in-2012?extlink=em-openf-SBdaily>

[4 Tips to Keep Your Website Ahead of the Curve in 2012](#)

<http://www.openforum.com/articles/4-tips-to-keep-your-website-ahead-of-the-curve-in-2012?extlink=em-openf-SBdaily>

QUOTABLE QUOTE

What sculpture is to a block of marble, education is to the human soul.

~~Joseph Addison