<https://www.youtube.com/watch?v=FZUIp0ybaec>

**This is a 2 part assignment, first write a discussion post answering the 2 questions below with 300 words minimum and APA style citation. Then second part is to write a discussion response to 2 other students, they are below in part 2 ( these are also examples on how part 1 should be done), need it to be 100 words min each.**

**DQ1**

Customer engagement has been the trend in promotional marketing. Post and summarize an article about customer engagement, digital marketing, or other current trend. Please include in the summary how you could apply this tool or method to your marketing plan.

The exciting shift in promotional marketing is the movement from companies controlling their message to customer participation. With the advent of social media and other engagement tools, customers and employees can affect the business more than ever. Instead of just pushing advertising, the current trend is customer engagement.

DQ1: Post and summarize an article or video (from your own research) about customer engagement, digital marketing, or other current trend. Please include in the summary how you could apply this tool or method to your marketing plan.

The responses to the student postings should demonstrate what you learned from the video or article postings and how you could apply it to your marketing plan.

**Part 2 this are the 2 student discussions that need a min of 100 words each and this is also an example on how part #1 should be done**

**StUDENT #1 Elizabeth**

Post and summarize an article or video (from your own research) about customer engagement, digital marketing, or other current trend. Please include in the summary how you could apply this tool or method to your marketing plan.

While looking at current marketing trends, I found a number of articles on Lifestyle Marketing and Fantasy Creation Marketing that intrigued me as I have recently seen the company on which my project focuses, Jose Cuervo, launch 2 different ad campaigns that opt "to show off not one aspirational lifestyle but several at once" (Unruly, p.1). The premise of the majority of articles I found on Marketing Trends were on ways to use marketing trends to target the Millennial demographic. For example, in an article by Shopify.com titled Marketing to Millennials: 5 Massive Trends That Are Leading the Way, the author lays out 5 major marketing trends that are essential for any business wanting to remain relevant to and capture the purchases Millennials - "the largest generation since the Baby Boom(1)" (Donnelly, p.1).

However, in my research, I found there to be quite a bit of overlap in the trend definitions of Lifestyle Marketing, Influencer Marketing and Fantasy Creation Marketing. For example, in the Shopify.com article, Lifestyle Marketing is listed as a subset of Influencer Marketing and sites that "this type of content is meant to represent the lifestyle that a brand is trying to sell to its customers" (Donnelly, p.1) and goes on to indicate that this is most effective in the world of today's consumers because "78% of Millennials would rather purchase an experience than a product, so it’s important for businesses to position their products as part of a larger, aspirational lifestyle" (Donnelly, p.1). However, this differs from the more traditional definition in our text that identifies Lifestyle Marketing as portraying "ways a product will connect with a target customer's lifestyle" (Marshall, p.402) which I take to mean that it will connect with the customer's current lifestyle and slightly more consistent with the definition we have of Fantasy Creation Marketing as it is much more about marketing to how the life of a customer "might be if a customer purchases the product" (Marshall, p.402).

But this is not all bad. Sometimes it's necessary for marketing trends and definitions to change as the market and consumers change. As our reading continues to point out, the Consumers should always be the focus because "it is the customer, and he alone, who [is] willing to pay for a good or service" (Marshall, p.7).

As I mentioned above, my focus company, Jose Cuervo, is also looking to target younger demographics and keep relevant with the times through the promotion of "abstract lifestyles" (Unruly, p.1). In their newest ad campaign for their premium brand targeted towards the younger demographics, 1800 Tequila, Jose Cuervo aims to paint a picture of the "modern man" (Unruly, p.1). Described as being all things to all people, he is "a lover and fighter, an artist and a handyman, Jesse James and Jesse Eisenberg" (Unruly, p.1), he isn't fazed by challenge and takes everything in stride but whose debonair persona is never unattainable with a tagline: "just refined enough" (Unruly, p.1). I think the author states it best when he tells us how marketing the item in a time and space that seems aspirational like a fantasy but still somehow attainable in our own lifestyles: "1800 Tequila may not offer any new answers for the riddle of modern masculinity (it suggests that being a brilliant pianist and boxer is some kind of "why-didn’t-I-think-of-that" compromise), but it’s certainly a cut above your average alcohol advertisement." (Unruly, p.1)

Statistical Footnote 1: http://www.goldmansachs.com/our-thinking/pages/millennials/

References:

Donnelly, Kevin. (Feb. 10, 2016). Marketing to Millennials: 5 Massive Trends That Are Leading the Way. Retrieved from: https://www.shopify.com/blog/75614533-marketing-to-millennials-5-massive-trends-that-are-leading-the-way

Marshall, Greg. (2015, January). Marketing Management, 2nd Edition. [Textbooks.com]. Retrieved from https://bookshelf.textbooks.com/#/books/0077437071/

Unruly. (March 24, 2017). 1800 Tequila uses the medium of a liquor ad to crate their idea of 'modern man'. Retrieved from: <http://www.campaignlive.com/article/1800-tequila-uses-medium-liquor-ad-create-idea-modern-man/1428483>

**Student #2 Jessica**

The article More Than Skin Deep by Phil Wahba examines Ulta’s current CEO, Mary Dillon, and her innovative management style. Dillon has proven to be a breath of fresh air for Ulta, as she was sought for the position in 2013 after stints with McDonalds, Quaker Oats, and U.S. Cellular, among others (2016).

While Ulta has spent its past focused on offering amazing deals to customers, and plans to continue to do so, Dillon has brought in a new vision of customer and employee engagement. She regularly visits Ulta stores all over the country, has been seen working on loading docks at distribution centers on occasion, and specifically makes time to sit with store employees, holding focus groups to absorb and consider the employee’s point of view, through witch the customer point of view is relayed. This specific practice is very important for Dillon, who worked her way through college holding low-level odd jobs, and never felt that her input was appreciated in those positions. Dillon also plans to center Ulta’s philosophy around the creation of unique and engaging customer experiences, along side an enhanced digital presence and ever-increasing online sales. (Wahba, 2016).

In reference to the Marketing Plan assignment, Dillon’s ideas are practical and provides an emotional appeal. Emotional appeal, as defined by Marshall and Johnston plays on human emotional nature for the purposes of developing promotional messages (pg. 377). The notion that employee input, even from the lowest levels potentially representing customer input as well, appeals to the need to be heard, appreciated and included in one’s work. The focus on customer engagement provides an enjoyable experience for customers, as they feel they have been well tended to, and any questions or concerns they have are not going unanswered.

Note: I've attached the Wahba article for those who are interested.

Works Cited:

Marshall, G., & Johnson, M. (2015). Marketing Management (2nd ed.). New York, NY: McGraw Hill Irwin.

Wahba, P. (2016). MORE THAN SKIN DEEP. Fortune, 174(4), 120-126.