

Marketing, Social Media & Brand Management – Links

1. 50 most iconic product designs: <https://www.complex.com/style/2013/02/the-50-most-iconic-designs-of-everyday-objects/ic-pennys-coffee-maker>
2. Lumio: <https://www.youtube.com/watch?v=kwz1cfN6c0Q>
3. 8 iconic packaging designs: <https://blog.hubspot.com/marketing/iconic-packaging-designs-stories>
4. Market coverage Ikea “Place” video: <https://www.youtube.com/watch?v=UudV1VdFtuQ>
5. Location decisions Beacon technology: <https://www.youtube.com/watch?v=ZGL0HpNm5BY>
6. Worst Promotions in History: <https://www.4allpromos.com/blog/2018/04/ten-worst-corporate-promotional-events-all-time-0>
7. Market Segments Should Be Identifiable, Substantial, Reachable, Responsive, & Profitable https://www.youtube.com/watch?v=nU_oV0N414A
8. Psychographic Segmentation - <http://www.strategicbusinessinsights.com/vals/ustypes.shtml>
9. <http://www.strategicbusinessinsights.com/vals/demobehav.shtml>
10. Primrose Schools Case Study: <https://www.ampagency.com/primrose-schools-franchise-case-study>
11. Concentrated Targeting Strategy All Things Scottish Store: <https://www.dailymotion.com/video/xgzfxs>
12. Taken from B2B International website: <https://www.b2binternational.com/publications/b2b-marketing/>
13. External Secondary Data (U.S. Bureau of the Census <http://www.census.gov>)
14. U.S. Bureau of Labor Statistics <https://www.bls.gov/>)
15. Internal Secondary Data (Google Analytics: <https://analytics.google.com/analytics/academy/course/6/unit/1/lesson/2>)
16. Primary Data: Interviews (Mad Men: <https://www.youtube.com/watch?v=IWPuZodOQP0>)
17. Focus Groups (Frazier: <https://www.youtube.com/watch?v=TfVdkhvQX6g>)
18. Survey Research (2018 Boston Sports Survey: <https://boston.cbslocal.com/2018/08/21/2018-boston-sports-survey-results-channel-media-market-patriots-red-sox/>)
19. MARKET RESEARCH - Malcom Gladwell: Choice, Happiness and Spaghetti - https://www.ted.com/talks/malcolm_gladwell_on_spaghetti_sauce
20. Production Concept - Lucy and the Chocolate Factory: <https://www.youtube.com/watch?v=NkQ58I53mjk>
21. Marketing Concept - Mad Men “Belle Jolie Lipstick Pitch” <https://www.youtube.com/watch?v=5y4b-DEklps>
22. Sales Concept - Mad Men “Lucky Strikes Cigarettes Pitch”: <https://vimeo.com/123757690>
23. Consumer Empowerment - Edelman’s Trust Barometer: https://www.edelman.com/sites/g/files/aatuss191/files/2019-03/2019_Edelman_Trust_Barometer_Global_Report.pdf?utm_source=website&utm_medium=global_report&utm_campaign=downloads.
24. The New Consumer Mind by Kit Yarrow <https://www.youtube.com/watch?v=M6UzQU5Ye3U>
25. Personalized Brands: <https://blog.hubspot.com/marketing/marketing-personalization-examples>

26. CONSUMER BEHAVIOR - Samsung "LED Display":
<https://www.youtube.com/watch?v=D2FX9rviEhw>
27. CONSUMER BEHAVIOR - Budweiser "Someone Waits For You" :
<https://www.youtube.com/watch?v=56b09ZyLaWk>
28. CONSUMER BEHAVIOR- Dove Real Beauty "You Are More Beautiful Than You Think":
<https://www.youtube.com/watch?v=XpaOjMXyJGk>
29. Product Placement <https://blog.hubspot.com/marketing/product-placement-examples>
30. Subliminal Messaging <http://mentalfloss.com/article/67223/7-sneaky-subliminal-messages-hidden-ads>
31. Ritual and Superstition <https://www.psychologytoday.com/us/blog/the-science-behind-behavior/201603/3-reasons-why-brand-specific-rituals-are-so-powerful>
32. How To Calculate CLV: <https://www.thebalancesmb.com/how-to-calculate-the-lifetime-value-of-a-customer-4173824>
33. The 31 Best Value Proposition Examples You Wish You Had:
<https://www.impactbnd.com/blog/value-proposition-examples>
34. CUSTOMER RELATIONSHIP MANAGEMENT FOR SMALL BUSINESSES:
<https://www.youtube.com/watch?v=wJ63PqPljcM>
35. Shark Tank Products: <https://www.youtube.com/watch?v=vi6tbfp14-A>
36. Best Social Media Platforms: <https://www.lyfemarketing.com/blog/wp-content/uploads/2018/02/The-Best-Social-Media-Platforms-for-Social-Media-Marketing-in-2018.pdf>
37. Findings from 2019 Social Media Marketing Industry Report: <https://medium.com/@JBBC/10-key-findings-from-the-2019-social-media-marketing-industry-report-9ffb95b33926>
38. 6 Standout Social Media Marketing Examples for 2019: <https://sproutsocial.com/insights/social-media-marketing-examples/>
39. MARKETING IN BOSTON - The Boston Red Sox Marketing Campaign
<https://www.ctpboston.com/work/boston-red-sox/season-campaign/>
40. MARKETING IN BOSTON - HubSpot (Cambridge, MA) Inbound Marketing
<https://www.hubspot.com/>
41. MARKETING IN BOSTON - MBTA Customer Opinion Panel <https://www.mbta.com/customer-opinion-panel>
42. Marketing Plan Guide (SCORE) <https://www.score.org/resource/marketing-plan-guide>
43. Annual Marketing Budget Template (SCORE) <https://www.score.org/resource/annual-marketing-budget-template>
44. Google for Small Business <https://smallbusiness.withgoogle.com/>