

INSPIRING MARKETING NEWS YOU CAN USE

The official company newsletter of Multi Dynamic Public Relations Group LLC
www.multidynamicpr.com

A NEW KIND OF NEWSLETTER!

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Have you ever had the experience of enrolling in a newsletter only to find it was incredibly useless? Finding content is easy, finding **GOOD QUALITY** content has proven difficult for many.

Well, hold onto your hats... "Inspiring Marketing News You Can Use!" may be just what you need if you are a micro, small or medium sized business looking for quick tips, ideas and strategies you can use NOW! Is it free? *Of course it is...we want to be a helpful resource for you!*

Do we have your attention yet...fantastic!
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But this is your newsletter!! You may have some really great tips and we want to hear from you! If you have a positive business marketing story with sharable insights, tactics or tips that you think would be helpful to this **AWSOME** audience of "**Multi Dynamicpreneuers**" (micro/small/medium sized businesses), please share it with us. We would love to consider publishing your experience in the "Inspiring Marketing News You Can Use!" newsletter.

Send your story or link (think article, blog, YouTube, etc.) to contact@multidynamicpr.com, don't be shy...we want to hear from you. If we select your story you will be notified in advance!

“ **Share My Story?**
I'm
Instafamous! ”

ON TREND THIS MONTH

MobileMarketer

Dior activates Snapchat e-commerce for new sneaker

Yes...I'm loving this creative idea for e-commerce sites to use augmented reality as a sales strategy in helping customers virtually try on their products. It's creative and so very inspiring, especially during a moment in time when people are holding back on in-person shopping (or at least trying items on in stores)!

MarketingDive (We can't help it...another fun Augmented Reality story)

Burger King summons the spirit of Ronald McDonald in spooky stunt

If you own a brick-and-mortar business and are looking for ways to get customers through your doors, take a page from Burger King in Sweden and Denmark, where a Halloween stunt using augmented reality went off the charts! Create your own fun stunt using this very same kind of idea...and no it doesn't have to be spooky at all! **Think holiday or seasonal.**

Media Post

What Do Insta Influencers Actually Earn?

Are you looking to work with influencers or wonder what they make? This article is a useful guide on what influencers on the smaller end make. Is it worth collaborating with them...you be the judge!

American Express (Small Business):

5 Reasons Why You Need an Email Newsletter

Yesss...this is an oldie but a goodie on why you need an e-mail newsletter, especially if you are a micro or small business. Medium businesses...yes, we know you have them already, but if you are thinking about cutting them due to budgets then this article is for You!

ON TREND THIS MONTH

MediaPost, "The Marketing Insider"

Marketers Find Surprising Silver Linings In COVID Cloud

The past six months have challenged the business of staying in business, but there is some good news on the horizon. This article highlights research showing the other side of the coin including: better communication, collaboration and trust; opportunities for growth and training; and my favorite the potential for greater diversity and inclusion. Do you agree...read the article and let us know!

And sooooo....we come to the end of our very first newsletter. We hope you learned something you didn't know before, and we hope you are inspired to use some of these ideas in your next marketing or public relations campaign!

Remember, don't be shy. Reach out to us at **contact@multidynamicpr.com** with your stories for our newsletter.



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