

# INSPIRING MARKETING NEWS YOU CAN USE

The official company newsletter of Multi Dynamic Public Relations Group LLC  
[www.multidynamicpr.com](http://www.multidynamicpr.com)

## A NEW KIND OF NEWSLETTER!

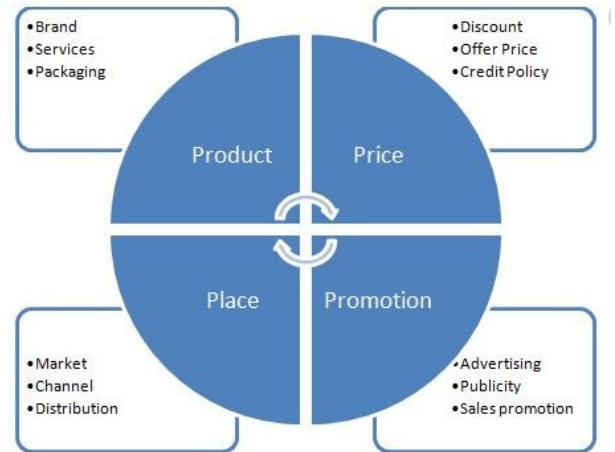
Written by Andria Arena

Hello **"Multi Dynamicpreneuers"** and welcome to 2021! We have a lot of fantastic news tips for you in this month's *Inspiring Marketing News You Can Use!* But first, an industry friend of mine recently asked, "Hey Andria, why did you name your newsletter *Inspiring Marketing News You Can Use* and not include public relations in the title?" Well, the answer is simple, and it goes back to the basics of what marketing includes...for those of you unaware it is what we in the industry refer to as the 4 P's: Product, Price, Promotion, Place (this is distribution/supply chain).

**"Share My Story?  
I'm  
Instafamous!"**

Do you have some really great tips...if so we want to hear from you! If you have a positive business marketing or public relations 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.

Public relations lives in Promotion! Remember, marketing focuses directly on sales, while public relations creates corporate and product (branding) reputation, ultimately impacting sales. Ideally, marketing and public relations departments work together in partnerships.



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



To subscribe for ongoing newsletters register at [www.multidynamicpr.com](http://www.multidynamicpr.com)!

## ON TREND THIS MONTH

### **MarketingDive**

[WW pumps up app-based membership with podcasts, virtual experiences | Marketing Dive](#)

If your business model is app-based membership focused, take a lesson from WW (formerly known as Weight Watchers) who is now loading their up their app with timely podcasts and virtual experiences including interactive livestreams called CoachLives and fun walking workouts with celebrity voices encouraging you on your health journey. This year think about incorporating live and interactive events with expert guests...and perhaps some of your customers sharing their own stories!

### **Nutshell.com**

[11 Facebook Advertising Tips for Small Businesses | Nutshell](#)

Looking for some some easy-to-follow tips on how to advertise on Facebook? Check out this article from experts, including my industry friend Larry Drago! From downloading Facebook Pixel to including a Call-to-Action...it's all right here.

### **Social Media Today**

[7 Digital Marketing Trends of Focus for 2021 | Social Media Today](#)

Wondering what the biggest Digital Marketing Trends will be in 2021...wonder no more! *Social Media Today* crafted an easily digestible list of trends that you can incorporate into your marketing plan ranging from awesome podcasts to livestreaming. The article shares a great example from NYX Pro Makeup who invited influencers to live-stream make-up tutorials for their annual Pride celebrations. Many of the platform's that livestream are shoppable...so it's a win win situation! Also, remember that YOU may be the very best influential expert to showcase your product, so don't worry about spending money on influencers...become the influencer for your brand!

## ON TREND THIS MONTH

### MarketingDive

[Facebook: 35% of gaming newcomers prefer ad-supported monetization model | Marketing Dive](#)

Thinking about where to place your ads this year? Consider Facebook's gaming services. Since the pandemic mobile gaming experienced a 28% audience growth, and 43% of those surveyed who were active gamers preferred the ad-supported monetization model. Hey... a place where ads are accepted by your customers! So, if you are targeting Generation X & Millennials this might be a perfect ad location for you!

FYI: For those of you unaware of Facebook's gaming services, this is an app that allows you to access and watch videos from your favorite gaming streamers (think *Call of Duty* to *Minecraft* and beyond). Within the app you can also comment on the streams, interact with Facebook groups, stream on your own, and more.

**And sooooo....**we come to the end of another informative newsletter made with the intent for you to learn, grow, and be inspired! Where you inspired...did you learn something new...let us know.

Remember, don't be shy. Reach out to us at **[contact@multidynamicpr.com](mailto:contact@multidynamicpr.com)** with your stories for our newsletter, or questions about how we can help you!



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516-578-0057