

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!

Written by Andria Arena

Welcome to the February issue of *Inspiring Marketing News You Can Use!* It has been an incredibly busy month of celebrations...and realizations. First and foremost, remember to take a pause a celebrate Black History Month. I want to give a nod to the Institute of Public Relations, who partnered with the Museum of Public Relations to share some truly inspirational stories on African-Americans Public Relations pioneers who have helped to pave the way!

“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.

One of those professionals is Ida B. Wells-Barnett (1862-1931)...YES, this was way back in the day, but so very important. Ida’s activism went into high gear after three, **THREE, T-H-R-E-E** of her friends were lynched.

Find out what Ida did, and the landmark lawsuit she won that leveled up her activism. Special thanks to IPR and the Museum of Public Relations for sharing these historically important stories...and moments in time that has impacted change! To learn more please visit [Black PR Pioneer: Ida B. Wells-Barnett \(1862-1931\)-I. Institute for Public Relations.](#)

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!

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ON TREND THIS MONTH

Content Marketing Institute

[Forget Super Bowl Ads - 3 Brands Took Their "A" Game to Twitter \[Examples\]](#)

Were you ready for the decline in Super Bowl ads this year, it was a little unusual? It was well reported many of the more traditional brands we've come to expect to see were not there. Instead, many brands like Steak-umms and Velveeta took to Twitter to capitalize on one of the largest audiences of the year without spending millions to air their ads during the Super Bowl....Twitter! Sounds a little strange, but it was very successful. Think of the "Brands" as old friends Tweeting and Re-tweeting to each other.

Many small businesses know and support other small businesses, so take a look at your marketing or public relations strategy and see where a stunt like this might fit into your plan. On the local level, perhaps different restaurants can band together to create a "Festival of Food" theme offering clever and fun banter between brands on social media. Get creative, connect with your audience and have fun!

Marketing Dive

[How Google's third-party cookie alternative will affect marketers | Marketing Dive](#)

Cookies...what is your favorite? Mine...Girl Scouts Thin Mints! But this article isn't going to give you recipes, it's going to share the latest update in how companies, and more specifically marketers, are tracking your comings and goings. Why do you need to know this??? Tracking is EVERYTHING...and if you don't understand the changes slated to happen then your marketing strategy may be left in crumbs. Changes are coming...be prepared!

For those of you unaware, cookies are small pieces of data (think a trail of cookie crumbs) on the user's computer by the web browser (ex: Firefox, or Chrome, etc.). They were designed to track, collect, and record data on how the user is navigating websites.

ON TREND THIS MONTH

Social Media Today

TikTok Lays Out Plans for New eCommerce Integrations as it Eyes the Next Stage.
Social Media Today.

You might recall recently we highlighted the article, "TikTok Adds New Q&A Option Which Enables Fans to Post Questions for Creators." | Social Media Today, well TikTok is now in plans to add some additional shoppable e-commerce platforms that businesses can use to sell their products. They are working on tools that allows the most popular users to share links to products and automatically earn commission on any sales, Brand Catalogs, and Livestreamed shopping events--think Home Shopping Network but not actually HSN itself, hosted by TikTok influencers.

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

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



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