According to marketers there are three key ways to boost sales during the Valentine’s Day season. Can you guess them? Surely with the flourish of red and pink everywhere we see from January to mid February, consumers should have it figured out. Research shows that these five marketing strategies for the holiday can do wonders for company’s sales revenues.

Continued on page 2...
Land a TV Spot: While this tends to be an expense advertising tactic, local television stations are more welcoming to holiday and ‘feel-good’ advertisements. This picture perfect opportunity allows florist to show off their best arrangements and bakery owners to display their finest goodies. Clothing stores now have a reason to promote their little black dresses and all restaurants jump at the chance to advertisement their ‘2 for 1’ deal or newest entre.

Offer a Workshop: Many lovers are frantic when it comes to finding the perfect gift for their valentine. So, according to surveys, many people want to bring out their inner creativity to impress their special someone. Local photographers seem to be utilizing this sales booster the most. Many studios offer photography lessons in exchange for an awareness about their business. Coffee houses are giving away free coffee and tips on baking tasty treats with the purchase of their romantically chocolate drizzle lattes.

Include the Family: We tend to think of Valentine’s Day as meant for those in love, but many companies are eager to accept the business of those lovers who are more family oriented. Marketers are beginning to realize that a night out on the crowded town and paying for babysitter is not high on the priority list for some couples. Therefore, businesses who offer family friendly love themes to celebrate the holiday become the next best thing. Some restaurants offer fun themes like heart shaped pancakes, pizza, and pasta. Other restaurants include financial benefits like ‘Kid’s eat free.’

-Stephanie Nance
Craig Smith
Businessman/Pastor

Wednesday
February 22, 2012
6:00pm-7:00pm
EDUC•120

GLOBAL ECONOMIES AND YOUR BUSINESS ENVIRONMENT:
How the demands of a global economy will impact your future in business.
Jobs, Internships and Opportunities

Star Co. – Marketing Intern for Spring ‘12
If you would enjoy working in a dynamic and growing environment with the flexible hours, check out this internship opportunity!
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www.starcotech.com

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Interested in producing short videos that will be used to illustrate expectations and skills for staff/volunteers who interact with Pine Tree ISD?
Contact: Dr. Fairweather

Tutoring– Sp’12
Get paid $10-$15 an hour to mentor kids while tutoring them! For more information and to apply, visit www.myeasyhr.com/jobs
Contact: ecollins@groupexcellence.com
Or call 469-226-6347
EMAIL ADDRESS??

Public Relations Intern– Sp’12
Interested in being responsible for assisting the external relations department with various tasks and projects related to public relations and promotions at Pine Tree ISD.
Contact: Dr. Fairweather.

Junior Achievement– Sp ‘12
Volunteer to lead hands on, fun activities that teach students about their community, their city and their nation and the importance of staying in school.
www.ja.org
Contact: Dr. Fairweather

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www.centaursolution.com
Contact: Submit a resume and a cover letter to, Jason Cole
jcole@centaursolution.com
The bottom line. In Sergio Zyman’s book, *The End of Marketing As We Know It*, Zyman transcends the mystical idea of the marketing “art” and “magic,” and ties marketing to its true measure of productivity, the bottom line. If marketing is not making more people pay more money for a product, then it is not working. This book is a must-read for the modern professionals because it focuses the purpose of marketing, lays out detailed, sales-driven principles of marketing, and is written by the “wizard” of marketing himself, Sergio Zyman.

From the start, Zyman corners the reader and forces them to seriously think about what marketing is. The introduction includes one anecdote about a commercial that got rave reviews from the public, won awards and made all sorts of social waves. This commercial was pulled shortly after. Why? Zyman focuses the reader on the purpose of marketing, to sell more to more people, more often, and at higher prices (p. 232). Furthermore, Zyman goes past the idea that marketing is just some incomprehensible art. The author presents marketing and business as non-interchangeable pieces of an organizational machine. A recurring theme in the book is the power to change one’s mind. Many companies fall in love with their own advertisements and marketing schemes, while forgetting their main goal is sell more product. When this happens, it can take years for a company to realize that their actions are not producing anymore sales. To Sergio Zyman, this is too long.

Zyman’s principles convey the core ideas that business’ marketing departments need to implement. From the focused marketing idea, Zyman continues to correct the wrong ideas that have been ever present in the field. Zyman also continually includes the ideas of research and scientific analysis in combination with marketing work. The author believes this to be a necessary task, which is now made so simple through computing, that there is no reason not to do it. One big idea the book presents on and discusses in conjunction with many different topics is the idea of product positioning. The author asserts that product positioning is not just what a company does to position their product, but what competitors also do. If a company does not take the time to create a position in the market, the competitors will do the job for it by positioning their products and this indirect positioning most likely will not be in a successful way. Another valuable idea can be found in a section about brand image. Zyman goes in depth on the types of image present in the marketing of a single product and how each affect that product. These principles all come from years of experience of a very successful marketing professional, Zyman’s reputation precedes his book, but his book gives light to his notable achievements.

Sergio Zyman started as brand assistant at Proctor & Gamble, and from there went on to work on accounts for several companies including both Pepsi and Coca-Cola, as well as directly work for these and others. Zyman brings 29 years of marketing experience to the table at the time he wrote *The End of Marketing As We Know It*. Through all his successes and prowess as the marketing “wizard,” the book holds some particular enjoyable sections on times when marketing strategies or attempts by Zyman. When Sprite was stuck in the mire of lemon-lime plainness, Zyman took the drink to new heights as a premiere soft drink, even at the expense of cannibalizing the market share of other products. The author stuck to his guns, pointing out that if a company’s product is going to lose market share, it is better for the company to lose it from themselves rather than to a competitor. Truly a marketing genius, Zyman shares his secret in this book.

If you want to be serious about marketing, Zyman’s book, *The End of Marketing As We Know It*, is a great choice because of how it focuses the purpose of marketing, lays out detailed, sales-driven principles of marketing, and is written by the “wizard” of marketing himself, Sergio Zyman. Through reading the book, marketing professionals can push through the marketing “mysticism” and positively affect the bottom line.
# February 2012

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## Dates to Remember:

**Feb. 14** – Valentine’s Day

**Feb. 22** – AMA Meeting – All business students and faculty welcome, Special Speaker. See page 2 for more information.

**Mar. 3** – Car Wash

**Mar. 10-17** – Spring Break

**Mar. 22-24** – AMA Competition/International Collegiate Conference – New Orleans, LA
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