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CONTEXT NOTE

This newsletter would be published via a business professional network such as LinkedIn either at the top of the home page feed or in an automated monthly email to subscribers. Through LinkedIn profile information, this article would only be published and visible to the correct professionals on the social network. This newsletter is catered to Marketing Professionals in the Greater Boston Area, and provides information relevant to businesses based in this area. These individuals are looking to find information about what are the hot trends and new advancements that they can leverage for their business and what they can do to stay competitive. The only piece of information not specifically tailored to the Greater Boston Area is the section on Big News, in a recurring newsletter for all regions, this area would be kept the same across all territories because the information it purveys is relevant to all Marketing professionals.

Monthly Newsletter – Marketing

Greater Boston Area, November 2013

BIG NEWS

Twitter removes New User Features

With its initial public offering on November 7th, Twitter (NYSE: [TWTR](#)) has been in the spotlight this month for its successful initial public offering. However, on Tuesday, November 19th, Twitter decided to revoke their new Direct Message feature, just one month after making it available to consumers and businesses. The feature, which allowed for any Twitter member to send a direct message to another member without having to “follow” them, was a highly requested feature by businesses. This ability was key for better customer service. It allowed for consumers to get in direct contact with a brand before they could broadcast their issue publicly and tarnish the brand image. The removal of this feature creates an issue for brands who have come to rely on Twitter interactions as a key way to answer customer service issues.

NEW TECHNOLOGIES

HubSpot releases Signals, a New App for Salespeople

Originally introduced in August at the HubSpot annual Inbound conference, Signals is a new Google Chrome plug-in for salespeople. Signals was created to better cater sales efforts towards appropriate leads, prospects, and customers. As companies refocus their marketing efforts to drive customers to their website and company by content, sales professionals must be prepared to leverage these interactions as key selling points. Jill Konrath, sales expert and author of SNAP Selling & Selling To Big Companies, stated: “With timely insights into changing buyer behaviors and priorities, alert sellers can quickly create new opportunities and advance existing ones” (Fleishman). Signals was released for sale this month with a free entry-level version and an enterprise client. Brian Balfour from Viximo has described it as “Extremely simple, yet extremely useful. One of the best web services I use. Easily lets me see who has opened emails I’ve sent, and how many times they have viewed them.”

AppBoy revolutionizes its Marketing Profile Service

AppBoy, founded in 2012, has built its entire business on the hot trend of “big data”. Its service creates individual user profiles for companies to better engage in brand relationships with individual consumers. AppBoy released three new features to its mobile-app based service this month including an In-App News Feed, Unity Gaming Platform Support, and enhanced push notifications. The In-App News feed is key to offering marketers a brief overview of all user interactions at any given moment, giving greater visibility into consumer behavior. The Unity Gaming Platform Support is a huge break-through because it provides in-game content ads specific to the consumer. The game can then provide insightful information back to the advertising company about the consumer’s interaction with the company. Enhanced push notifications now allow for company-specific sounds and the ability to track the content sent through the push notifications. All these new features are valuable to AppBoy’s goal of helping brands create stronger and more personal relationships with their customers.

WHAT HAPPENED THIS MONTH?

Clypd receives Second Round of Funding

Clypd, a Cambridge start-up founded in 2012 by two PayPal Media Network employees, has received \$7.25 Million in Series A funding from Atlas Venture. This is in addition to the \$3.2 million the company received in funding in March of this year. The company has created a network, which can connect content media creators with media advertising buyers. The company has started to build a name for themselves, assisting the relationship between content creators and buyers in the complex digital space that now includes many media channels such as broadcast television, recordings, online, media boxes, and mobile devices. Clypd hopes to use this funding to grow its footprint in the advertising space and create a larger platform with which to grow its customer and product base.

Arnold Worldwide sweeps the Hatch Awards

Ad Club, a Boston-based association for local ad agencies, awarded Arnold Worldwide the top prize in their annual Hatch Award ceremonies. With entries from over 1,500 agencies throughout New England, competing for thirty-six award categories, Arnold Worldwide took home the Best of Show award for their work with their client Jack Daniel's. Arnold Worldwide, headquartered in the Prudential Center in the heart of Boston's Back Bay, has been receiving numerous accolades over their years for their work with many distinguishable clients, including Volvo, New Balance, Nature's Own, Carnival Cruises, and Progressive Insurance. Out of one hundred and fifty-five awards given, Arnold Worldwide took home seventy-four Hatch awards. This establishes Arnold Worldwide as the leading ad agency firm in Boston for 2013.

COMPANIES TO WATCH OUT FOR

DataXu – Founded by MIT scientists, DataXu has created a simple user interface software that gives marketing professionals the ability to use big data and real-time information to direct their digital online marketing campaigns. With 21,337% growth in revenue from 2009 to 2012, this Boston-based start up is providing solutions to advance marketing in today's digital society.

C-4 Analytics – Based in Saugus, MA, C-4 Analytics provides insightful online analytics and marketing strategy tools to its customers. Ranked at #69 on the Inc. 5000, C-4 Analytics has increased Revenue from \$103, 134 in 2009 to \$4.9 Million in 2012.

Acquia – This Burlington-based start-up has reached \$45.4 Million in revenue in the first 5 years of their business. Specializing in services and technical support for open source publishing systems used by Stanford University and Twitter, this 2007 start-up has already grown to 263 employees strong.

Extreme Reach – With over 2000% revenue growth over the last three years, Extreme Reach provides video advertising technology that allows television marketers and ad agencies to manage video campaigns across the multiple screens that viewers interact with today, including televisions, computers, tablets, and smartphones. Based in Needham, MA, Extreme Reach just received \$50 Million in growth equity.

HubSpot – Founded in 2006 and based in Cambridge, MA, Hubspot has built their business on replacing annoying marketing methods with marketing methods that consumers love. Based on *inbound marketing*, Hubspot helps companies create content the causes the consumer to find the business, instead of the other way around. With over four hundred employees, Hubspot's revenue has increased 666% over the last three years.

Response Letter

I would like to thank all my reviewers who helped me bring out the full potential of this assignment. I want to thank Axell Arrage for analyzing my newsletter and confirming my approach. In his review, he made it clear that my essay was focused and deliberate in my approach. I also want to thank Prof. Christen Enos for critiquing my writing and making it the best it can be. I took all of her advice because it helped me finalize my approach in this newsletter. I took her advice such as to add specific titles to each section of writing so that my readers can easily find what articles they want to read and which are relevant to them. I also decided to be more specific in my context note about which professionals this article would reach out to on LinkedIn based on Christen's advice. I highlighted how the article would only be sent to Marketing Professionals in the Greater Boston area, not just all LinkedIn members in the Greater Boston area. With the help of my peer and teacher, I believe my writing improved and this newsletter is now of professional grade with relevant information for Marketing professionals.

Works Cited

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