Professional Development 2

The publications I chose to follow are:

Advertising:

1. [Ad Tech Daily](https://adtechdaily.com/)
2. Advertising Age
3. Adweek
4. brandchannel:
5. Business Insider – Advertising

My Photography business

1. CSS-Tricks
2. Entrepreneur
3. Forbes – Entrepreneurs
4. Harvard Business Review
5. Light Stalking
6. Smashing Magazine

Social Media

1. Social Media Examiner | Social Media Marketing
2. About Instagram | Blog
3. Twitter blog
4. Facebook Developers
5. Instagramers.com
6. Meta

The first website that was most helpful to me was Adweek. Their content not only covered current adverting success/failures, but it stepped into the world of social media and shared other helpful information/tips and tricks. For example, they just recently put out an article about how twitter users can now create their own GIFs via the app’s camera. As someone who could eventually end up working in social media, its important to stay on top of trends like these. Their articles are concise when possible which is also something I appreciate as a gen Z who has the attention span of a few seconds. They also post frequently which means they cover almost everything important in the Advertising world.

The second website that I benefitted most from was just like the first: Advertising Age aka Ad Age. It’s very similar to the first but tended to focus on the ad firm industry and current events. For example, I read an interesting article about how there are currently 4 advertising agencies pitching to Burger King in hopes of becoming their creative account. Its just useful to learn about the current landscape of advertising and be aware of all the big happenings. Especially as an outsider since I don’t currently have a job in advertising, I’m learning so much about what it will look like to work in the as industry someday.

Lastly, I found the Entrepreneur website not only very inspiring, but useful for learning from others’ successes and failures. Each article usually interviews an entrepreneur and their backstory in each post. I thoroughly enjoyed them, specifically an article about the Founder of Gymshark, Ben Francis. I learned many things from his story, but something that really stood out was the pivotal moment for his brand when he brought his it to a fitness expo. After that it absolutely took off; from making $300 in a day, he went to making $50,000 in 30 minutes! It’s really incredible what good leadership can do for a company.

Some tips I learned for my future career were the importance of taking risks and accepting some failures in order to grow. This was a constant theme in the Entrepreneur blog. I also just learned some tips and tricks when it comes to social media marketing like the twitter gift updated, I mentioned above. I read an article that spoke about how the hybrid work model is slowly taking over and what to expect from it. Lastly, I learned that it's becoming more and more popular to reject the 9-5 working model. Especially with work from home scenarios.

One article I found super interesting was an Adweek article about how Tik Tok is now the 3rd largest social media. It blew my mind that Tik Tok is now beating snap chat and twitter in such a short amount of time. It also highlights a marketing strategy to use for Tik Tok. Since it’s such a new platform, many companies are looking to hire someone familiar with the platform to help get their brand on Tik Tok, especially the younger generation since we know the most about it. Demonstrating I know how powerful Tik Tok is and how to employ a good marketing strategy with it would give me a competitive edge when speaking with possible interviewers.