

15 E-commerce

1 e-commerce

2 traffic

3 FAQS

4 shopping cart

5 brick and mortar

6 banner

FAQS

How do I log on?
I lost my password.
What do I do?
Where do I enter my information?

From: johnson.mark@bargainequipment.com
To: amanda.jackson@marketing.tfcgaming.com
Subject: Lowest Price Affiliate Program

Dear Miss. Jackson,

Our advertising at **brick and mortar** gaming shops is not producing video game equipment sales. Those consumers are much more active in **e-commerce**. So, we at BargainEquipment.com want TFC Gaming to become an **affiliate**. Our program works in the following manner. You display our **banner** when customers view their **shopping cart**. This directs **traffic** our way. TFC Gaming earns a percentage of sales from that traffic. We pay a smaller percentage for increases in **page views** without sales. Our **FAQs** explain that affiliates are not responsible for our products. We do ask that affiliates obtain a **digital certificate** with our preferred **certificate authority**.

Contact me with any questions.
Regards,

Mark Johnson
Marketing Director, BargainEquipment.com



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What do you buy online?
- 2 How does online shopping help businesses?

Reading

2 Read the email from the marketing director of bargainequipment.com. Then, mark the following statements as true (T) or (F) false.

- 1 — BargainEquipment.com has a brick and mortar shop.
- 2 — TFC Gaming is an affiliate of BargainEquipment.com.
- 3 — Affiliates earn a percentage of sales for increases in page views.

Vocabulary

3 Read the sentence pairs. Choose where the words best fit in the blanks.

- 1 digital certificate/certificate authority
I don't trust this site, it has no _____.
The _____ will tell customers our site is safe.
- 2 page views/traffic
My site has two hundred more _____ today.
Advertising a website should increase _____.
- 3 FAQs/banner
Let's display a new _____ to attract attention.
Check the _____ to find out about the company.

- 4 Fill in the blanks with the correct words and phrases from the word bank.

Word BANK

affiliate e-commerce
shopping cart brick and mortar

- 1 _____ allows people to shop with businesses globally.
- 2 My business is a(n) _____ of that website. We share profits.
- 3 There are many _____ shops on Main Street.
- 4 Put an item in a _____ and pay for it later.

- 5  Listen and read the email from the marketing director of bargainequipment.com again. What happens when a consumer clicks on a page view, but doesn't purchase?

Listening

- 6  Listen to part of a conversation between employees of BargainEquipment.com and TFC Gaming. Choose the correct answers.

- 1 What are the employees mostly talking about?
A raising sales C calculating profits
B meeting affiliates D payment percentages
- 2 TFC Gaming earns a half percent for _____.
A each sale C 100 page views
B slowing traffic D becoming an affiliate

- 7  Listen again and complete the conversation.

Employee 1: Hi Mark. This is Amanda from TFC Gaming.

Employee 2: Hi Amanda. Glad to hear from you.

Employee 1: Well, we're definitely interested in being an 1 _____. But we have some questions.

Employee 2: Of course. What do you want to know?

Employee 1: About the 2 _____. What do we earn for just an increase in 3 _____?

Employee 2: That's 0.5% per hundred.

Employee 1: I see, and for sales from our 4 _____?

Employee 2: All BargainEquipment.com affiliates get 2% of the 5 _____.