

# MARKETING



Scan to review worksheet

Expemo code:  
19SB-Z2R9-JII8



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## Offline marketing

Match the words to the pictures.

a billboard  
a flyer

a brochure  
cold calling

a business card  
word of mouth



1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

Which of these types of marketing does your company use?



## 2 Digital marketing

Match the types of digital marketing to their definitions.

- |                                     |  |
|-------------------------------------|--|
| 1. a blog                           | a. a method where a company pays a website if someone clicks on its advert |
| 2. social media marketing           | b. a method where a customer gets a special offer sent to their phone      |
| 3. text message marketing           | c. a method where customers get direct commercial mail                     |
| 4. email marketing                  | d. an online diary   |
| 5. search engine optimisation (SEO) | e. using special methods to get your website at the top of search results  |
| 6. pay-per-click marketing          | f. using websites like Facebook to promote products and services           |

Now, complete the sentences with the correct type of digital marketing from exercise two.

1. We have a company \_\_\_\_\_ to tell our customers about our new products and services.
2. An advert should get people's attention if you are going to make money from \_\_\_\_\_.
3. \_\_\_\_\_ helps us to get customer feedback quickly.
4. Customers can use a promotional code very quickly with \_\_\_\_\_.
5. Many companies send a weekly newsletter, which is a type of \_\_\_\_\_.
6. You need to use \_\_\_\_\_ to make sure people can find your website easily.

Which of these types of marketing does your company do?

## 3 Marketing tips

Match the tips to the things that can help you to do them.

- |   |   |
|---|---|
| 1. Build strong customer relationships. | a. Add images, infographics and new information to text.          |
| 2. Learn from others.                   | b. Have competitions.   |
| 3. Give things away.                    | c. Keep in touch with the people who buy your product or service. |
| 4. Be helpful.                          | d. Post content on YouTube and social networking sites.           |
| 5. Share video tutorials.               | e. Read articles and go to conferences.                           |
| 6. Update content.                      | f. Start a webinar to answer questions and give advice.           |

## 4 Marketing nouns

Complete the definitions below.

agency

campaign

department

director

strategy



1. a marketing \_\_\_\_\_ : a series of things, such as adverts, used to sell a product or service
2. a marketing \_\_\_\_\_ : a company's plan to sell a product
3. a marketing \_\_\_\_\_ : a company that helps other businesses build their brand
4. a marketing \_\_\_\_\_ : a person that creates and puts a strategy for a brand into action
5. the marketing \_\_\_\_\_ : the part of a company that promotes the business and its products

**5**

## Marketing collocations

Match the underlined phrases to their definitions.

1. Who is your company's target market?
  2. Does your company have a large product range?
  3. What do you spend most of your marketing budget on?
  4. What is the best way to build a brand image?
  5. Which company has the biggest market share in your industry?
  6. What is the best way to do market research?
- 
- a. different types of goods that a company sells
  - b. the amount of money that a company has to spend on marketing activities
  - c. the group of people that a company wants to sell a product to
  - d. the impression that people have about a company
  - e. the percentage of sales that a company has in a particular market
  - f. the process of getting information about what your customers need and want

Now answer questions 1-6 in pairs or small groups.