

MARKETING



1

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.

- We have a company _____ to tell our customers about our new products and services.
- An advert should get people's attention if you are going to make money from _____.
- _____ helps us to get customer feedback quickly.
- Customers can use a promotional code very quickly with _____.
- Many companies send a weekly newsletter, which is a type of _____.
- 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