

## ON LINE/DIGITAL MARKETING

Match the term and the definition.

### Exercise 1

|                                     |                                                                           |
|-------------------------------------|---------------------------------------------------------------------------|
| 1. a blog                           | a. a method where a company pays a website if someone clicks on its ad    |
| 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 journal                                                      |
| 5. search engine optimization (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          |

### Exercise 2

Now, complete the sentences with the correct type of digital marketing from exercise 1.

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?**

### Exercise 3

Here are some **Marketing Tips** that Business People do to market their products and services.

|                                     |                        |
|-------------------------------------|------------------------|
| Build strong customer relationships | Be helpful.            |
| Learn from others                   | Share video tutorials. |
| Give things away                    | Update content         |

What do you do with those Marketing Tips?

1. Add images, infographics, and new information to text.
2. Have competitions.
3. Keep in touch with the people who buy your product or service.
4. Post content on YouTube and social networking sites.
5. Read articles and go to conferences.
6. Start a webinar to answer questions and give advice.

### Exercise 4

Here are some words that are usually combined with '**marketing**' word. Match with the definition

|          |          |            |
|----------|----------|------------|
| agency   | campaign | department |
| director | strategy |            |

1. a marketing \_\_\_\_\_: activities planned to promote a business and/or sell a product
2. a marketing \_\_\_\_\_: a company's plan to sell a product
3. a marketing \_\_\_\_\_: a company that helps businesses build their brand
4. a marketing \_\_\_\_\_: a person in charge of creating and using the brand strategy
5. the marketing \_\_\_\_\_: the part of a company that promotes the business and its products

### Exercise 5

Analyze these questions with marketing collocation.

1. What 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?

Match the underlined phrases with their definitions.

- a. all the types of products that a company or store sells
- b. the amount of money that a company has to spend to promote and sell its products
- c. the customers' view and impression of a company
- d. the group of people that a company wants to sell a product to
- e. the percentage of sales of in a particular market that a company has
- f. the process of getting information about what people need or want