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?

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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.

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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

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