

MARKETING







Scan to review worksheet

Expemo code: 17GT-96CD-TZGR

1

Offline marketing

Match the words to the pictures.

a billboard

a flyer

a brochure cold calling

a business card word of mouth



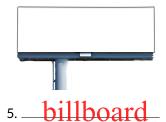




_{2.} a flyer

3. a brochure







Which of these types of marketing does your company use?

Digital marketing

vlog

Match the types of digital marketing with their definitions.

- a blog
- social media marketing



- text message marketing 3.
- email marketing
- search engine optimization (SEO)
- pay-per-click marketing

- a. a method where a company pays a website if someone clicks on its ad
- a method where a customer gets a special offer sent to their
- a method where customers get direct commercial mail
- an online journal
- using special methods to get your website at the top of search results
- using websites like Facebook to promote products and

Now, complete the sentences with the correct type of digital marketing from exercise 2.

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

Which of these types of marketing does your company do?

Marketing tips

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

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

Marketing nouns

Complete the definitions below.

campaign

department

director

strategy

2/4



MARKETING

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





Marketing collocations

Match the underlined phrases with their definitions.

- 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?
- 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

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



Key

1. Offline marketing

Students can work in pairs and check answers with the teacher.

1. a business card

2. a flyer

3. a brochure

4. word of mouth

5. a billboard

6. cold calling

2. Digital marketing

You can also ask students which methods of digital marketing they think are the best.

1. d

2. f

3. b

4. c

5. e

6. a

1. blog

. .

2. pay-per-click marketing

3. social media marketing

4. text message marketing

5. email marketing

6. search engine optimization

3. Marketing tips

Students can also share any other marketing tips they might have.

1. c

2. e

3. b

4. f

5. d

6. a

4. Marketing nouns

Students can work alone and check answers in pairs.

1. campaign

2. strategy

3. agency

4. director

5. department

5. Marketing collocations

Monitor the activity. Note common errors and write useful vocabulary on the board.

1. d

2. a

3. b

4. c

5. e

6. f

