



# 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



1. **business card**



2. **a flyer**



3. **a brochure**



4. **word of mouth**



5. **billboard**



6. **cold calling**

Which of these types of marketing does your company use?



# vlog

## 2 Digital marketing

Match the types of digital marketing with their definitions.

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

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

- We have a company blog 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 pay-per-click.
- social media marketing helps us to get customer feedback quickly.
- Customers can use a promotional code very quickly with text message marketing.
- Many companies send a weekly newsletter, which is a type of email marketing.
- You need to use SEO 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 do them.

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

## 4 Marketing nouns

Complete the definitions below.

- |        |          |            |          |          |
|--------|----------|------------|----------|----------|
| agency | campaign | department | director | strategy |
| 3      | 1        | 5          | 4        | 2        |



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



## 5

**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 |
|------|------|------|------|------|------|