



Marketing strategies

Lesson code: KSP3-RCRB-ANXA-D

INTERMEDIATE

1 Offline vs. online marketing

Study the following methods of marketing and complete the definitions below:

a company blog

email marketing

social media marketing

billboard advertising

pay-per-click advertising

viral marketing

cold calling

search engine optimization (SEO)

word of mouth

- _____ advertising your product on large, outdoor posters
- _____ an internet advertising model in which advertisers pay only when somebody clicks on their ad
- _____ a website which publishes regular information, opinions, etc. related to a particular business
- _____ using websites like Facebook and Twitter as marketing tools
- _____ using special strategies to get a high-ranking position in search engines (Google, Yahoo!, Bing, etc.)
- _____ a form of direct marketing which uses electronic mail for communicating commercial messages
- _____ getting internet users to market a product or service on their own by telling their friends
- _____ recommendations by satisfied customers to potential customers
- _____ trying to sell to somebody on the telephone who is not expecting contact from you

Which of the above strategies do you use in your business? Which are the most effective? Which are the least effective? Can you think of any others?

Study the comments below. Match the underlined words/phrases to their meaning on the next page.

- "Pay-per-click advertising is a low-cost method of targeting potential customers."
- "Email marketing allows us to build customer loyalty."
- "Our company blog helps us connect with people in our niche."
- "Cold calling is a waste of time. We no longer use it to contact prospects."
- "The biggest advantage of billboard ads is their visibility."
- "SEO is a great way of driving traffic to our website and generating leads."
- "Social media marketing helps us gain more exposure through word of mouth."
- "Viral marketing gives us the best ROI. Considering the low cost of producing a short video clip, it's really worth it."



- a. creating potential customers
- b. directing marketing activities towards
- c. keep customers coming back
- d. potential customers
- e. reach more people
- f. return on investment
- g. the ability to be seen
- h. the segment of the market that a company is focussing on

Do you agree with the opinions?

2 Specific tactics

Look at the marketing tactics below.

Buy one, get one free
loyalty schemes

contests
regular free information

limited-time offers
seasonal discounts

Here are some opinions from expert marketers. Which tactic is each marketer talking about?

1. "People are procrastinators. That's why this method is a very effective marketing technique."
2. "They don't really work. They reduce the amount of profit per customer by discounting existing behaviour rather than rewarding customers for spending more or returning more often."
3. "This tactic will generate a lot of sales, but it might cause consumers to delay their shopping and this will have a negative effect on profit margins."
4. "This can work really well if the price of 'one unit' is raised slightly so that it is not exactly half price."
5. "If you offer a prize, many people are prepared to share information with you as part of the entry process. This can be a great way to find out more about your customers."
6. "This is a good way to build credibility and remind potential customers of your product or services. When they're ready to buy you will be the first company they contact."

Has your business used any of the above tactics?



3 Marketing collocations

Noun phrases are often used in marketing. Can you match the words below to complete the typical phrases?

- | | |
|----------------|----------------|
| 1. target | a. awareness |
| 2. potential | b. campaign |
| 3. advertising | c. competition |
| 4. brand | d. customers |
| 5. market | e. market |
| 6. tough | f. share |

Complete the questions below with the above phrases.

1. Who is your _____ ?
2. How does your product or service satisfy the needs of your _____ ?
3. Which company has the biggest _____ in your industry?
4. How long do you usually run an _____ for?
5. Is there _____ in your industry? How do you stand out?
6. What methods do you use to raise _____ ?

Now answer the questions.



1 Offline vs. online marketing

1. billboard advertising
2. pay-per-click advertising
3. a company blog
4. social media marketing
5. search engine optimization (SEO)
6. email marketing
7. viral marketing
8. word of mouth
9. cold calling

Other marketing methods may include newspaper ads, direct mail marketing, TV/radio commercials, etc.

1. b 2. c 3. h 4. d 5. g 6. a 7. e 8. f

2 Specific tactics

Students go through the tactics. Limited-time offers are special offers that are valid for a limited period of time, e.g. two weeks. Loyalty schemes reward customers who make repeat purchases. Regular free information can include email newsletters which provide free content such as an ebook that addresses a potential customer's need.

Go through the expert opinions and be ready to explain any unfamiliar vocabulary e.g. 'procrastinators' (people who tend to delay things).

1. limited-time offers
2. loyalty schemes
3. seasonal discounts
4. Buy one, get one free
5. contests
6. free information

3 Marketing collocations

1. e 2. d 3. b 4. a 5. f 6. c

- | | | |
|-------------------------|------------------------|--------------------|
| 1. target market | 2. potential customers | 3. market share |
| 4. advertising campaign | 5. tough competition | 6. brand awareness |

