

Course: Business English

Level 2

Day №24



What are the things you need to consider when advertising a product?

Give examples of marketing activities that your company participates in.

Decide if the following sentences are negative (N) or positive (P).

- 1) It's cheaper than the other forms of marketing.
- 2) We can reach more people.
- 3) It's too expensive for us.
- 4) It's quick and easy to do.
- 5) It needs too much planning.
- 6) We can't reach the right market.



Make positive and negative statements about the different ways of marketing. Use the prompts in the box to help you.

reach people
get feedback
be expensive

reach the right market
take time
be easy

get results
need staff
be difficult

be effective
be cheap
need planning

Example:

We think sponsorship of a sports event is a good idea because ...

We don't think sponsorship of a sports event is a good idea because ...

Let's practice!

Your friend's company is marketing a new cell phone. Ask your friend about their marketing plans. Ask about:

- the market (who?)
- the marketing activities (what and why / why not?)

(teacher will act as friend; teacher will look at the information on page 81)



Let's practice!

Your company is marketing a new soft drink. Read the information below:
Answer your friend's questions.

Zest fruit drink

Market: children and teenagers

Marketing activity:

- TV advertisements between children's programs – reach many people.
- Color advertisements in children's comics and magazines – reach the right market
- Free drink promotion outside shops – get kids to try the new drink.
- Not sponsorship – kids don't watch sport on TV

(teacher will act as friend; teacher will look at the information on page 81)



Web Marketing

- How often do you use the Internet to get information?
- What kind of sites do you visit?
- What do you like about websites?
- What do you dislike about using the Internet?



Would people in other countries you know answer differently to any of these questions?

Read the text about what makes a good website. Match each point to one of the page headings.

ABOUT US**CONTACT US****PRODUCTS / SERVICES****NEWSLETTER****COMPETITION**

1. A website must give clear opportunities for visitors to get in touch with you easily and quickly.
2. You should encourage visitors to your website to give you their contact information.
One easy and effective way to do this is to have a mailing list for visitors to subscribe to.
3. It's always good to have a description of your company to give confidence to any new customers.
4. You should have a way of getting visitors to return frequently to your site. Many sites have a special promotion or quiz which changes regularly.
5. Provide clear links to what your company has to offer. This can range from general information on what's available to full online purchasing or signing up for more information.

Design a website for your company or a company you know.



- Decide on colors, images, graphics, languages.
- Explain what features you will have on each page.
- Give reasons for your decisions.
- Present your website to the teacher.

***Thank you for
today!***

***I'm looking forward to
seeing you again!***