Marketing tools and strategies

I. **Study the following marketing tools and strategies.**

Direct mail: delivering advertising material to potential customers by post.
Trade advertising: advertising, especially in industry-specific magazines, intended for businesses such as wholesalers and distributors, not for consumers.
PR (Public Relations): the activity of maintaining the public image of a business or organisation.
Loyalty schemes: marketing plans that reward and encourage loyal buying behaviour.
Social media: websites such as Facebook and YouTube that allow users to create, publish and share their own content.
Per-per-click advertising: an internet advertising model where advertisers pay their host, e.g. a search engine website such as Google, only when somebody clicks on the ad.
Press releases: news statements that are directed at members of the news media (newspapers, magazines, radio/TV stations, etc.) and are designed to attract publicity for a business or organisation.

email marketing	**promotion on social media**
brochures	**discounting**

2. Key words

Complete the sentences below:			
downturn	encouraging	essential	false economy
luxury	prospect	reassure	sustainable

1.	If a country's economy is less successful, there is an economic_____________________________.
2.	If something is_________________________ , it makes you feel more confident.
3.	If you________________________________ somebody, you make them feel less worried about a situation.
4.	If you buy a cheap car, you save money at first, but in the long term you could waste money because of frequent repair costs. It can be a___________________________.
5.	If a business is_________________________________, it is able to continue over a long period of time.
6.	If something is____, it is very important and necessary.
7.	A________________________________is a potential customer.
8.	Something expensive that gives you pleasure but is not necessary is a______________________

3. Find the information

Read the article below. Which strategy is mentioned in the article...

1. may devalue your brand in the long term?
2. is a false economy?
3. allows many companies to win customers?
4. is the most effective and powerful way to market for small companies?
5. allows you to see in detail what your customers think of you?
6. doesn't require significant design or production costs?

How the downturn can represent new business opportunities

Businesses that spend money on innovative marketing campaigns will benefit

1. Bill Gates famously said that, if he had one dollar left, he would spend it on marketing. But, with countries still in a deep economic crisis, many companies are focusing on survival instead of strategies for growth.
2. And who can blame them? The signals are still not that encouraging. Spending on marketing plans is surely crazy. Not according to the UK's Chartered Institute of Marketing (CIM), which claims that companies are increasingly realising that for the creative marketer, with imagination and the right budget, the downturn is an opportunity.
3. According to the CIM, there are six key reasons why investing in a marketing plan pays off in a downturn. The first reason is that the obvious alternative - heavy discounting - may devalue your brand in the long term.
4. Secondly, people don't stop buying in a downturn – they just buy more safely. People don't necessarily want cheaper versions of things, according to the marketing agency Dragon Rouge - they just want more convincing reasons to put their hands in their pockets.
5. Third, if you don't communicate with consumers, you risk an "out of sight, out of mind" response. "Consumers cannot understand why, in a recession, companies aren't desperate for business," says Carole Lowe, executive planning director at the advertising agency Archibald Ingall Stretton.
6. Fourth, companies of all sizes need to adapt to survive. Paul Spaven, strategic growth partner at the building and property consultants Tuffin Ferraby Taylor, says: "This was my fourth recession, and I knew that cutting marketing costs is a false economy. So we invested in specific marketing campaigns to support the most sustainable areas of our business. We mixed trade advertising, direct mailing and PR support. In fact, our total marketing spending increased from 2.4 per cent of turnover last year to 3.1 per cent this year."

7. Fifth, consumers want to know that you’re "on their side". Many companies are winning customers through incentive and loyalty schemes.

8. Finally, the difference between this downturn and the last is the growth of the internet as a cost-effective platform for testing different messages and learning about the consumer. Many small companies report that the most effective and powerful way to market is through email marketing.

9. Promoting on social networking sites, such as Facebook, is also essential as it allows you to see in detail what your customers think of you.

10. Meanwhile, Patrick Peal, managing director of Tribe PR, is a big fan of online search advertising. "Pay-per-click does not require significant design or production costs," he says. "With search marketing, there is no wasted money either. Because you only pay when a prospect clicks on your message."

11. Brands need to stop thinking that marketing is a luxury, says Scott Knox, managing director of the MCCA (Marketing Communication Consultants Association). "If companies take advantage of the quietness in the rest of the market and deliver innovative marketing communications, they will achieve greater market penetration by spending less."

4. Find the words

Find the words or phrases in the article which mean:

1. continuing to exist, especially in a difficult situation **(noun, P1)**________________________________
2. is successful/profitable **(phrasal verb, P3)**__________________________
3. when something cannot be seen and therefore is easy to forget **(saying, P5)**________________________
4. good value for money **(adjective, P8)**______________________

5.Find expressions in the text with ‘market’ and ‘marketing’ and complete the phrases below:

Eg.1. a marketing **plan** or **campaign**

⇒ a planned series of specific activities used to promote a product or service

2. a marketing

   ⇒ a company that provides marketing services (advertising, brand design, PR, etc.)
3. marketing

   ⇒ promotional messages delivered through one or more channels (e.g. print, radio, internet)
4. market

   ⇒ how much a product is recognised and bought by customers in a particular market