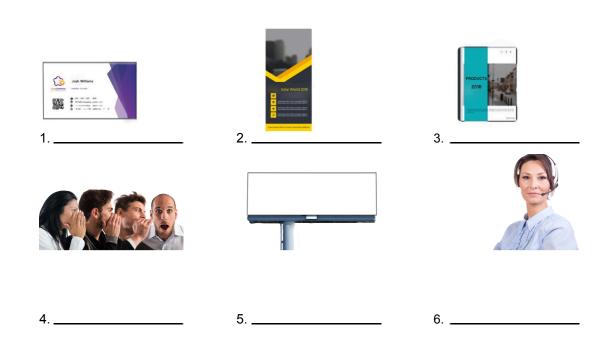
MARKETING

a billboard	a brochure	a business
		card
a flyer	cold calling	word of
		mouth

1. Offline marketing Match the words to the pictures.



2. Digital marketing Match the types of digital marketing to their definitions.

1	a blog		a mathad whara a company pays a wahaita
1	a blog	a	a method where a company pays a website
.			if someone clicks on its advert
2	social media	b	a method where a customer gets a special
	marketing		offer sent to their phone
3	text message	С	a method where customers get direct
	marketing		commercial mail
4	email marketing	d	an online diary
$ \cdot $	_		
5	search engine	е	using special methods to get your website at
	optimization (SEO)		the top of search results
	opening (020)		
6	pay-per-click	f	using websites like Facebook to promote
$ \cdot $	marketing		products and services
	J		•

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

1	We have a companyto tell our customers about our new
	products and services.
2	An advert should get people's attention if you are going to make money
	from
3	helps us to get customer feedback
	quickly.
4	Customers can use a promotional code very quickly with
5	Many companies send a weekly newsletter, which is a type
	of
6	You need to use
	to make sure people can find your website easily.

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

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

5.Marketing nouns Complete the definitions below.

a	gency	campaign		department	director	strateg
						y
1	а			: a series of things, such as	adverts, used to	sell a
	marketing			product or service		
2	а			: a company's plan to sell a	product	
	marketing					
3	а		•	a company that helps other	businesses build	l their
	marketing		b	rand		
4	а		•	a person that creates and p	uts a strategy fo	r a brand
.	marketing		i	nto action		
5	the		:	the part of a company that	promotes the bu	ısiness
.	marketin		а	and its products		
	g					

6.Marketing collocations

Match the underlined phrases to their definitions.

1.	Who is your company's <u>target market</u> ?
2.	Does your company have a large <u>product range</u> ?
3.	What do you spend most of your <u>marketing budget</u> on?
4.	What is the best way to build a <u>brand image</u> ?
5.	Which company has the biggest <u>market share</u> in your industry?
6.	What is the best way to do market research?
a.	different types of goods that a company sells
b.	the amount of money that a company has to spend on marketing activities
c.	the group of people that a company wants to sell a product to
d.	the impression that people have about a company
e.	the percentage of sales that a company has in a particular market
f.	the process of getting information about what your customers need and want

7.Answer questions 1-6