

UNIT -3



Marketing in Color



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Group - A206



content



- Analyze summaries
- Write the summary to retell the main ideas
- Increase understanding of the target words
- Grammar: Gerunds

WHAT IS MEAN MARKETING

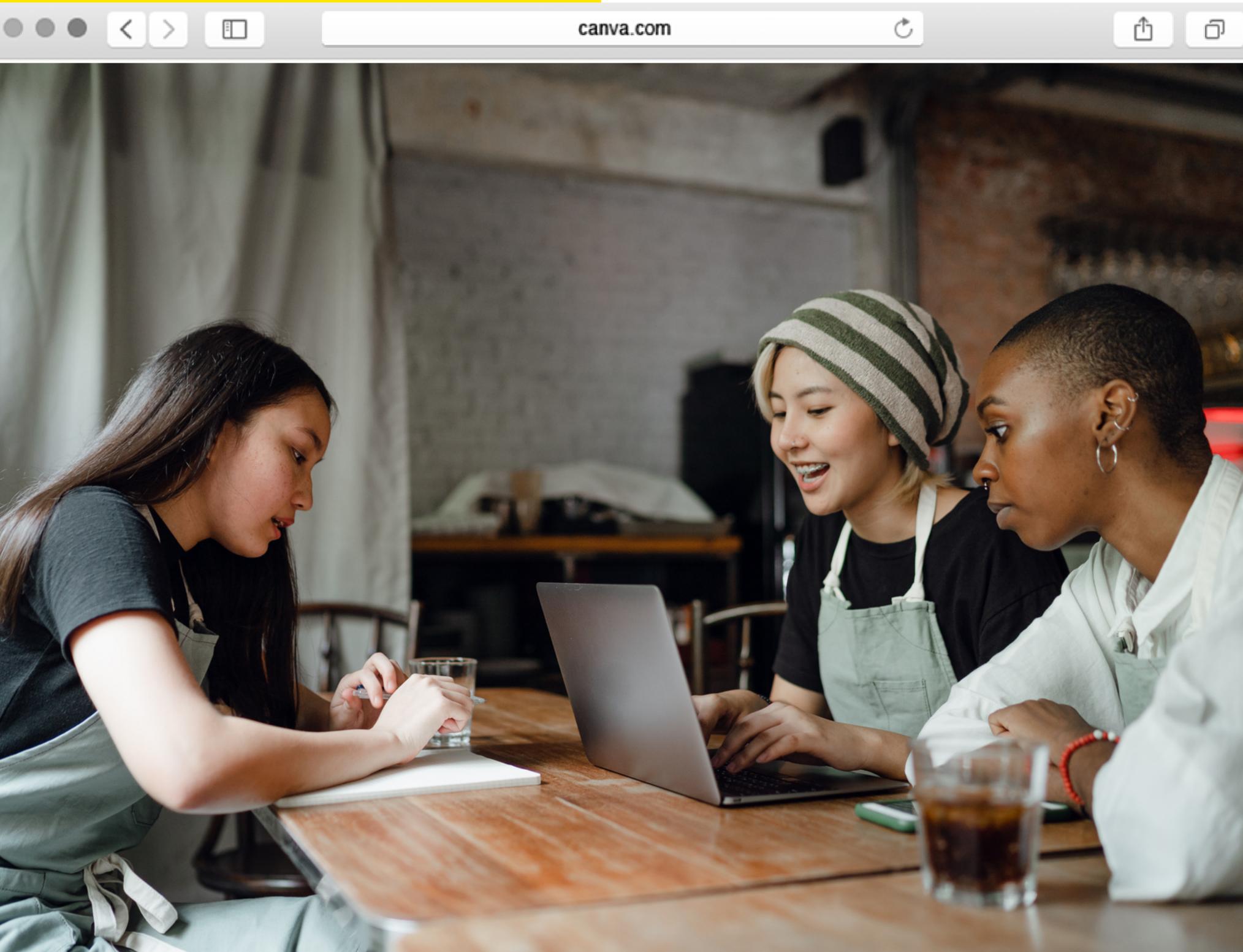


Marketing is the action of promoting a product or service. Marketing is a broad term that encompasses all activities involving the advertising and selling of an item

to customers. The goal of marketing is to identify the ideal customers for a particular product or service, and then promote that item in a way that captures these customers' interest.

Types of marketing

- Content marketing involves creating, publishing and distributing content that either directly or indirectly promotes your product or brand. This includes written content such as blog posts and e-books, as well as visual content such as infographics and videos.
- Social media marketing consists of creating promotional content for social media platforms such as Facebook, Instagram, LinkedIn, Twitter and Pinterest.
- Email marketing involves sending promotional emails to subscribers. This includes product offers as well as newsletters. This type can also be used within personalized marketing too.
- Influencer marketing makes use of social media influencers who are considered authorities in their niches and have the power to make product recommendations that persuade their followers.
- Guerrilla marketing consists of using bold, attention-grabbing activities to spread the word about a brand. It makes use of the element of surprise with seemingly spontaneous alterations to public spaces, such as temporary urban artwork or performance art



Target Words

COMMUNICATE [Kə'MJU:NɪKEɪT]

Share or exchange
information, news, or
ideas



Contact ['kɒntakt]

To call or write to someone
(verb)

The act of communicating with
someone (noun)

Have contact with
Stay/be in contact with
Lose contact with



Legal [li:gəl]

- Relating to the law
- Driving over the speed limit is illegal



Trend [trend]

- General change or development
- Trendy (adj.)- an informal term for “fashionable or new popular”



LOGO

Logos serve to represent a given organization or company through a visual image that can be easily understood and recognized. A logo generally involves symbols, stylized text or both. Logos are often created by a graphic artist in consultation with a company and marketing experts.



Three categories of logos exist and are often used in combination. These three categories are:

1. Ideographs – freeform images that can be entirely abstract.
2. Pictographs – symbolic, representational images.
3. Logotypes – simple, textual representations, like a company's initials.



Building knowledge

- What is a popular store in your area?
- Which of the most popular stores in your country do you like?
- Which stores do you shop at the most?
- What is your favorite logo?

Thank You For Attention

