

## English Reading Skills and Public Speaking (Section: B7)

Group Name: TEAM OPEN SKY.

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## **Outline**

### **Topic: Online Media Marketing**

**General Purpose:** To inform

**Specific Purpose:** Digital marketing lets you communicate directly with the customers who see your content, notably through website comments, messages, reviews, and social media posts.

**I. Central Idea:** Online media marketing is the practice of leveraging web-based channels to spread a message about company's brand, products, or services to its potential customers.

## **II. Main Points**

### **A. Main Point 1:** Economic growth rate.

- i. **Support 1:**
  - Digital marketing uplift developing countries.
- ii. **Support 2:**
  - Percentage of online marketing.

### **B. Main Point 2:** Advantages and Disadvantages of online media marketing.

- i. **Support 1:**
  - Increase customer loyalty with frequent communications.
  - Develop trustworthiness and brand recognition.
- ii. **Support 2:**
  - Negative feedback and review.
  - Leakage of private information.

## **III. Conclusion:**

New technologies in digital marketing has moved a great deal. The market approach has also evolved with the rise of new technology. Customers and marketers need to learn about the pros and cons of digital marketing to get the best out of it.