

# A conversation about marketing

SPEAKING

LEVEL  
Lower-intermediate

NUMBER  
EN\_BE\_2228S

LANGUAGE  
English

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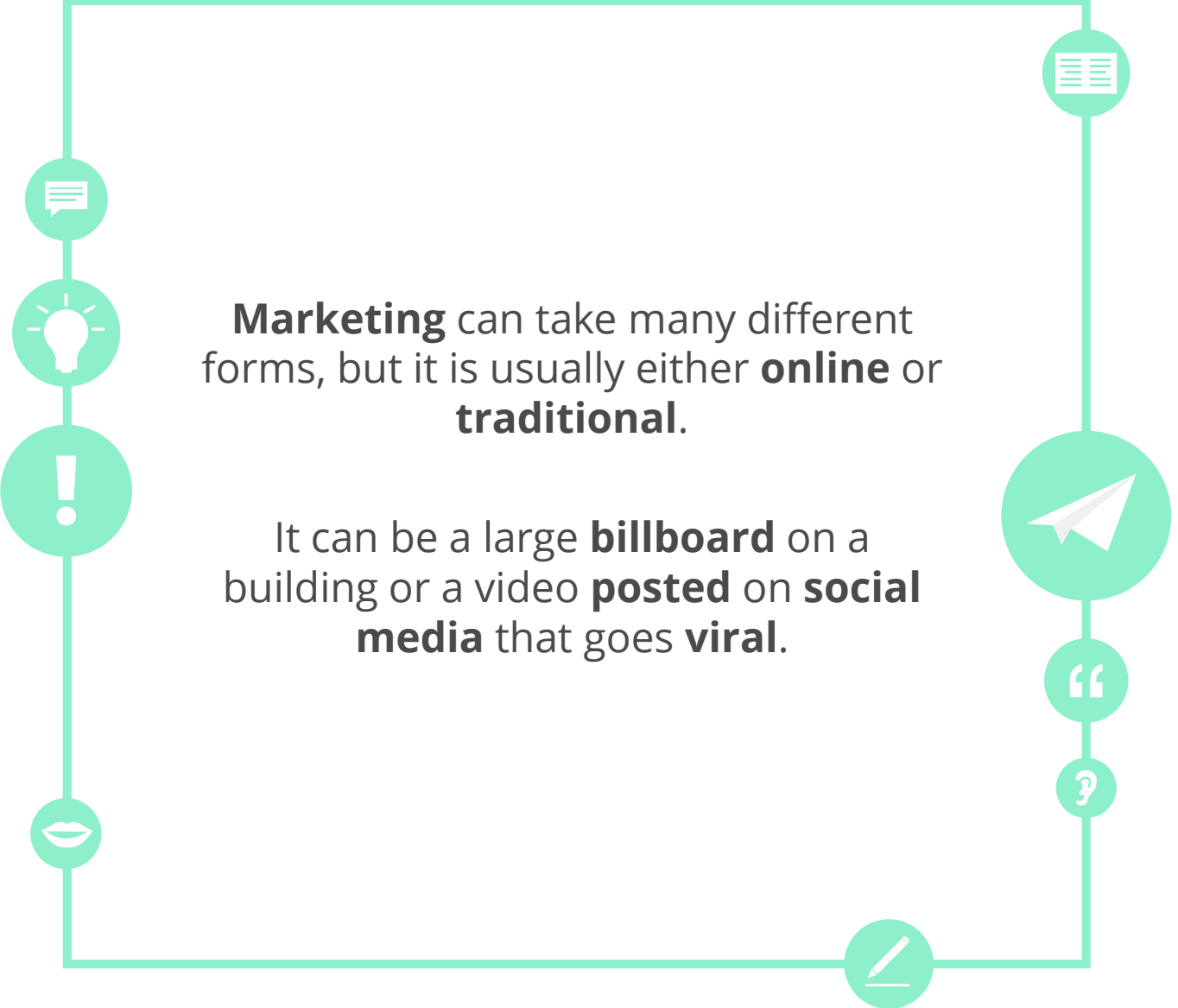




## Goals

- Can talk about the main forms of marketing.
- Can engage in conversation about companies using social media.





**Marketing** can take many different forms, but it is usually either **online** or **traditional**.

It can be a large **billboard** on a building or a video **posted** on **social media** that goes **viral**.



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## Pronunciation /d/

**sold**



## Pronunciation /d/

**sold**

**found**



## Pronunciation /d/

**sold**

**found**

**advert**



## Pronunciation /d/

**sold**

**found**

**advert**

**world**





## Pronunciation /d/

sold

found

advert

world

word (of  
mouth)

/d/ is a **plosive sound** where you stop the air between your teeth and tongue. You should feel some vibration in your throat.

Practise these words with your teacher.



## Pronunciation slide /t/

**left**



## Pronunciation slide /t/

left

spent



## Pronunciation slide /t/

**left**

**spent**

**wrote**



## Pronunciation slide /t/

**left**

**spent**

**wrote**

**thought**



## Pronunciation slide /t/

left

spent

wrote

thought

traffic

The /t/ sound is similar to the mouth movement as /d/ but **without any vibration** in your throat.

Practise these words with your teacher.



Do you remember these words?

target market

to promote

TV

profile

blog

social media  
marketing

billboard

to research





## Some examples



The **target market** is 35-50 year olds.

I saw their ad on **TV**.



She writes a great **blog** for the company.





## Some examples



We need **to research** our ideas before we start the campaign.

**Social media marketing** was more effective than traditional forms last year.



It's important **to post** on social media at the correct time.

People use online marketing **to promote** goods and services.





## Speaking

**Which is your favourite and least favourite type of online marketing?  
Discuss with a partner and justify your response**

email marketing

text marketing

pay-per-click  
advertising

social media  
marketing



## Discuss

How can you use these items for online and traditional marketing?





## Dialogue

**What different types of traditional marketing do you see most often?  
Use the dialogue to help you**



I often see \_\_\_\_\_.

There are always \_\_\_\_\_ in the newspaper.



I never watch \_\_\_\_\_ on TV, they are so boring!



## Debate

**Online marketing is always  
better than traditional  
marketing**



## Discuss with a partner

How important is each of these for a good ad campaign?



Successful campaign?

1 Planning

2 Testing

3 Traditional forms of marketing



## Role-Play

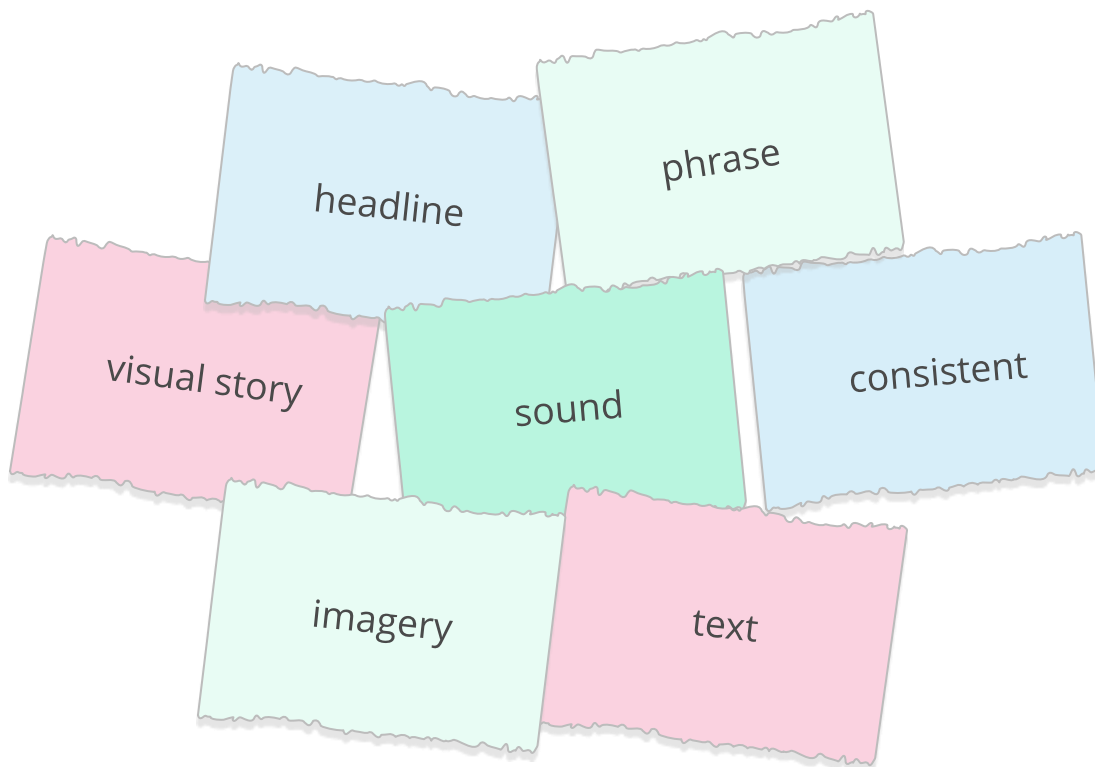
**Imagine you are two marketing directors. You need to decide with a partner which image to use for your jewellery campaign.**





## Tell your partner

**Describe the most famous advertising campaign from when you were younger**

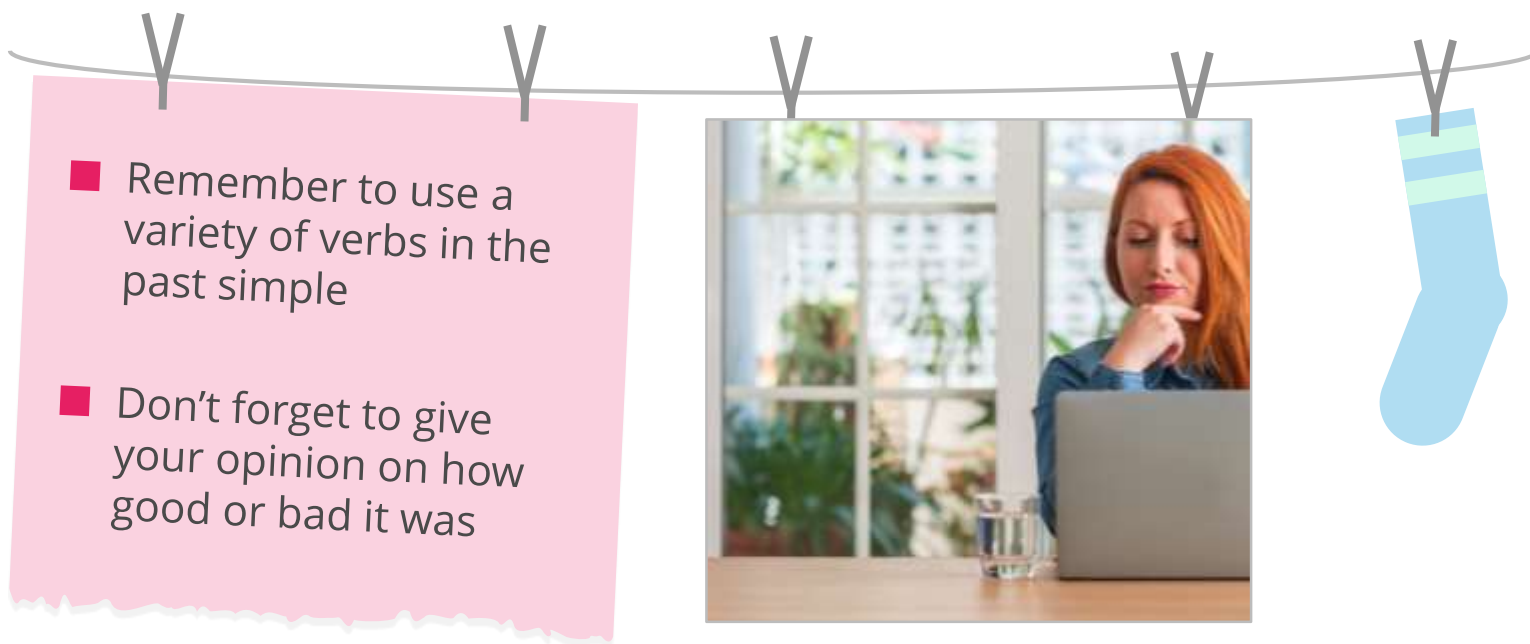






## Describe...

**... what marketing you saw both where you live and online in the last week. Discuss with a partner and compare ideas**





## Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no




## Reflect on this lesson

Think about everything you have seen in this lesson.  
What were the most difficult activities or words? The easiest?



If you have time, go over  
the most difficult slides again





## Homework unscramble the sentences

A

didn't      it  
I      like

B

focus group      a  
asked      we

C

did      see  
it?      you

D

the poster      increased  
audience      our



## Homework e-mail writing activity

**Write a formal email to your boss describing what you liked and didn't like about the last online campaign, and describe your plan for the next one.**

	-	□	×
To:			
Subject:			
Dear Sir,			
I saw the commercial on television and I didn't like it! For the next one I will sit with a focus group to test what we have so far...			



## Homework answer key

Homework activity, pp 27

A.

I didnt like it

B.

We asked a focus group

C.

Did you see it?

D.

The poster increased our audience



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