

# Online marketing

VOCABULARY

LEVEL  
Lower-intermediate

NUMBER  
EN\_BE\_2221V

LANGUAGE  
English

lingoda

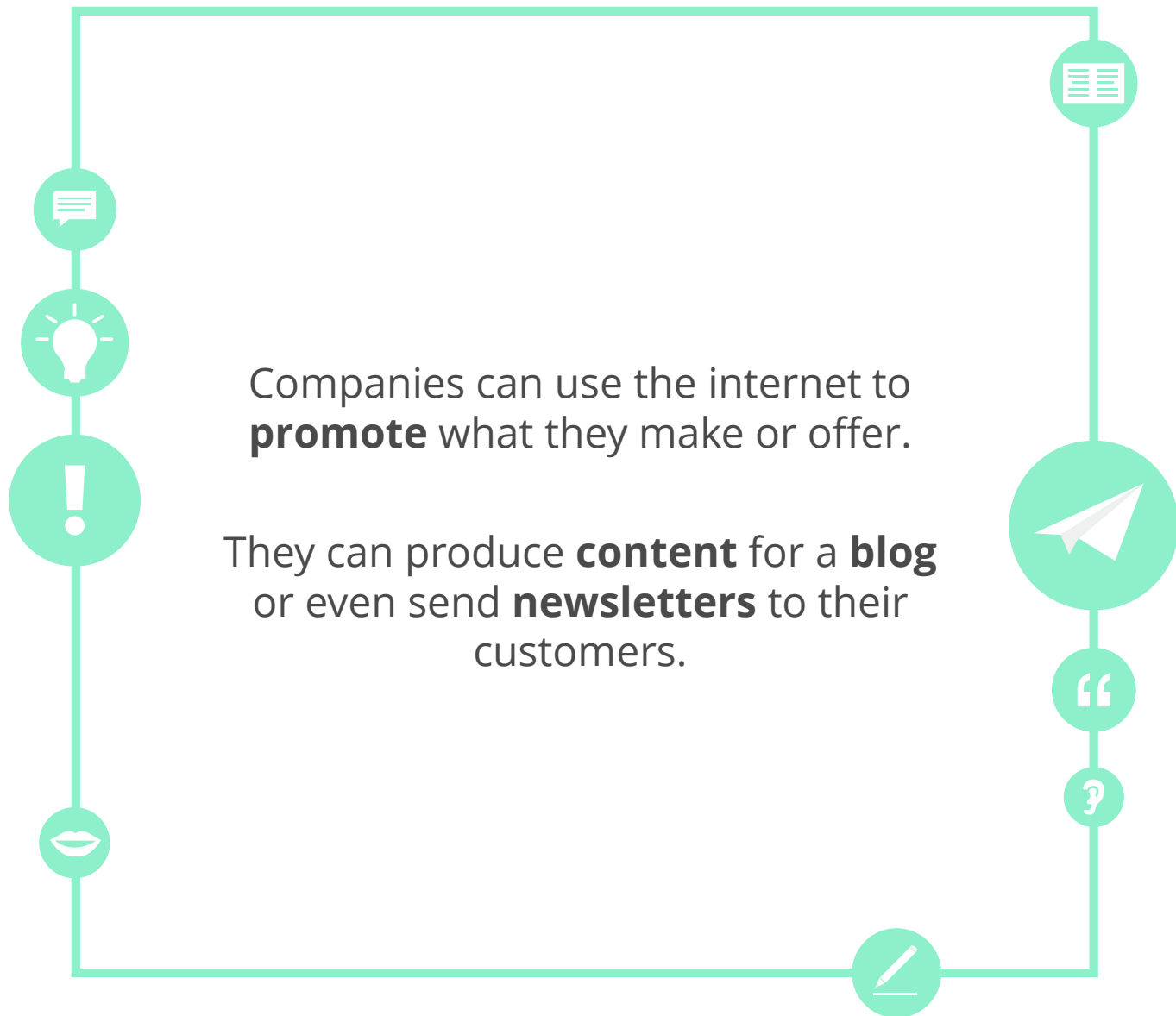




## Goals

- Can use simple vocabulary to talk about forms of online marketing.
- Can give my opinion about different forms of online marketing.







## Warm-up

In this lesson, you will learn new vocabulary related to different forms of **online marketing**.



**Email marketing** connects a business to lots of its customers at once.

## social media marketing



**Social media marketing** puts adverts on major social media websites.

## text marketing



With **text marketing**, I receive offers and promotions via **SMS** messages.



## email marketing



I love receiving those weekly **marketing emails** about new products.

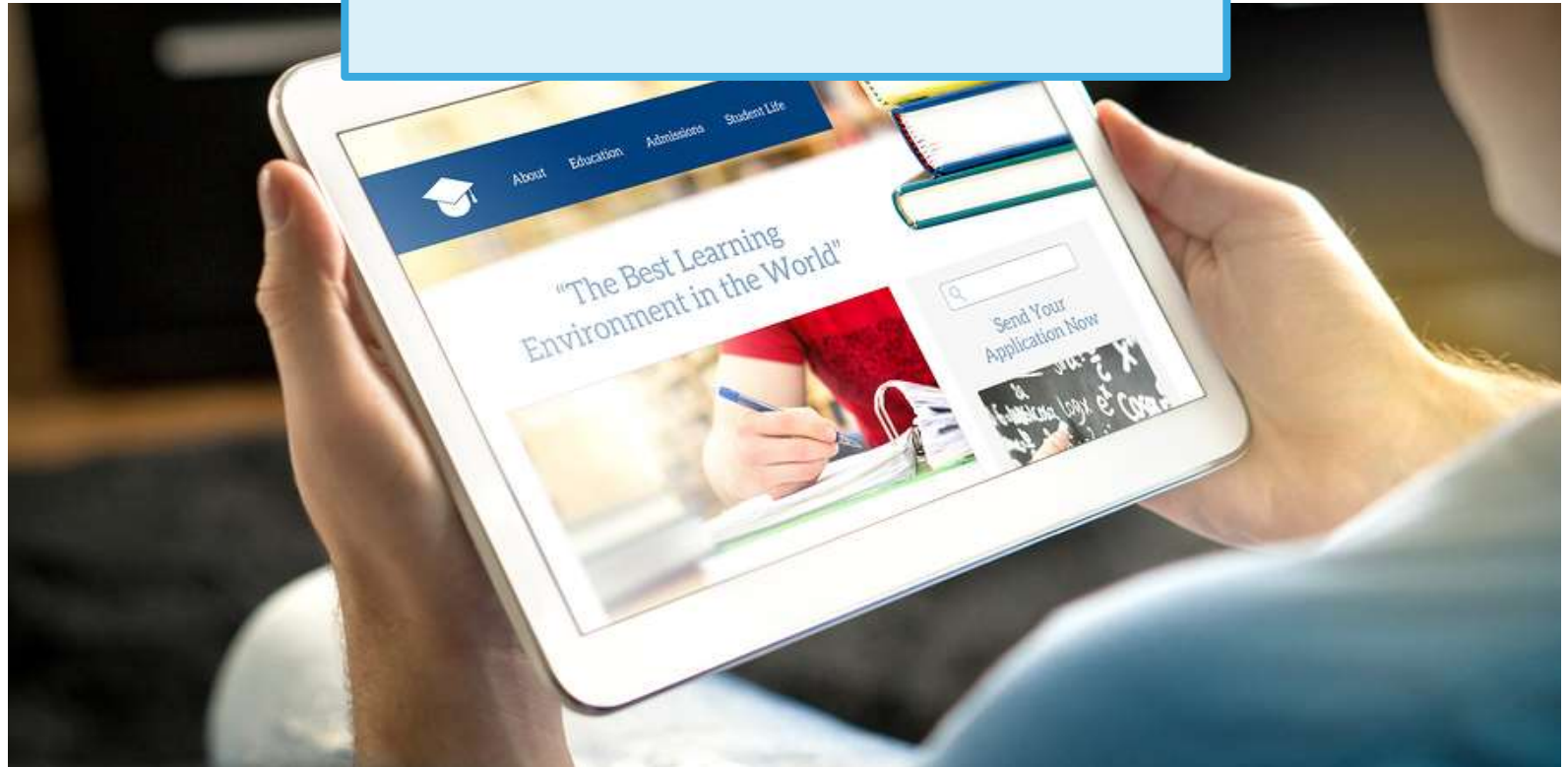
## SEO



**SEO** helps our company to always be first in the search results.



## pay-per-click



The company uses **pay-per-click** on other websites so people visit their website.



## Sentence examples



I always see their ads online, they have great **social media marketing**.

She received some **SMS marketing** on her phone.



I added my email to their **email marketing** list.



## Sentence examples



Their website is always first, they must use **search engine optimisation**.

I regularly receive **text marketing** from online retailers.



I saw the hotel ad on a different website, they use a **pay-per-click** model.



## Fill in the gaps

**Complete the sentences using the correct word**

1. I clicked a \_\_\_\_\_ link on a different website.
2. Their company is always the first result. They use \_\_\_\_\_.
3. \_\_\_\_\_ sends information and news to your inbox.
4. Her phone company does not allow \_\_\_\_\_.
5. I see a lot of \_\_\_\_\_, as I use Facebook a lot.



## Speaking

**Read the statements below and discuss them with your teacher**



1

Text marketing is better than social media marketing.

2

SEO is only for big companies with lots of money.

3

Receiving an email every day from a company is good.





## How often do you see these forms of marketing?

pay-per-click

social media  
marketing

text marketing

email marketing

blog



I always read that company's **blog** for new recipe ideas.

## newsletter



They send a weekly **newsletter** out with new language courses.

content



They always have fantastic **content** on YouTube. Their videos are so funny!



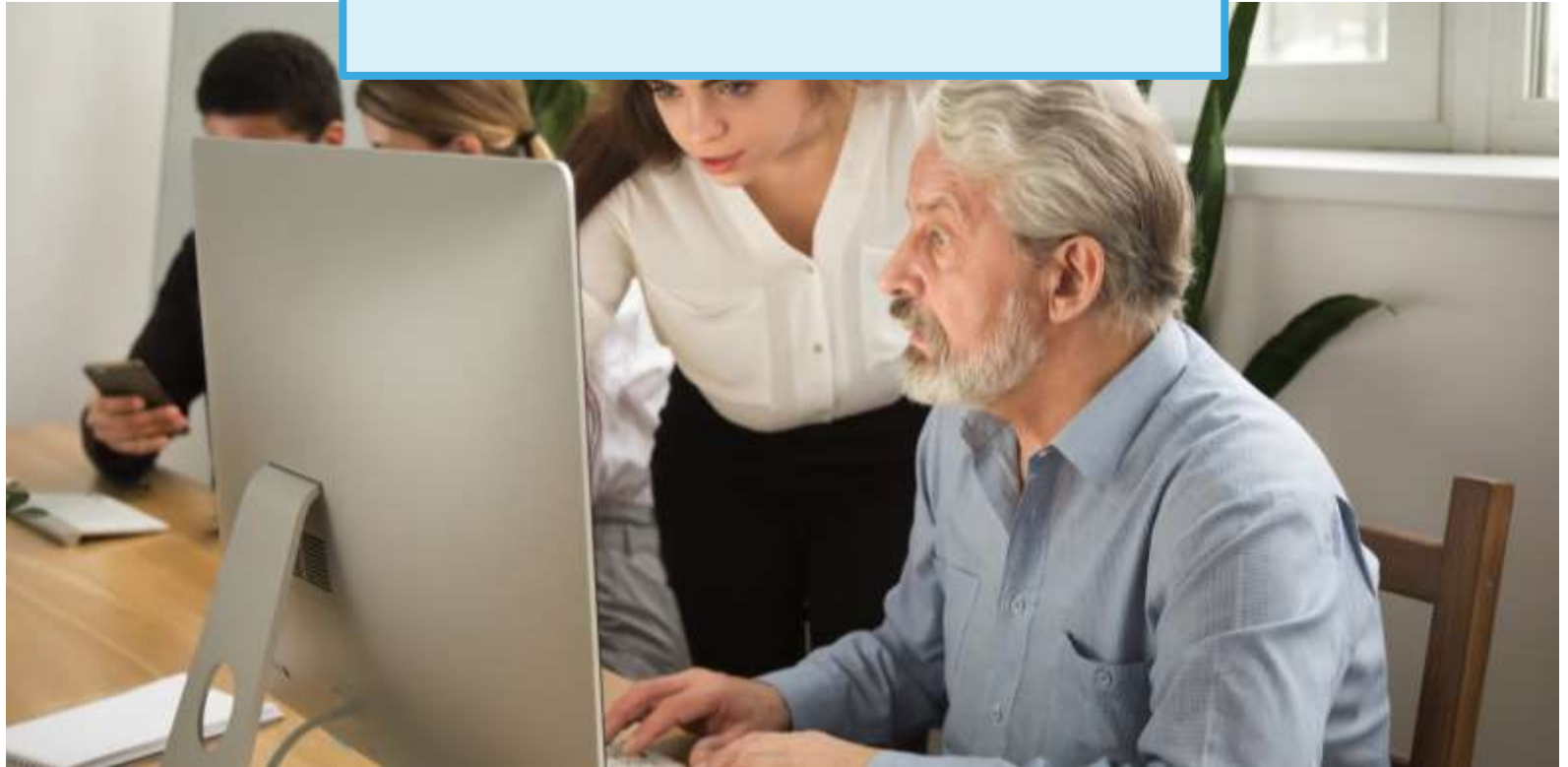
## tutorials



I love to watch the **tutorials** to learn new techniques.



webinar



I like **webinars** because I can do them from home!

competition

giveaways



The company is doing a **competition** to win a new make-up set. Sometimes they do **giveaways**, I once got a new lipstick for free!



## Sentence examples



She updated the **blog** yesterday.

I love the **content** of their videos.



Online product **tutorials** show me how to use it correctly.



## Sentence examples



I attended a **webinar** because the seminars were too far away.

They send a monthly **newsletter** to every customer.



I never win those **competitions**!

The **giveaways** are always amazing.





## Discuss with a partner

Which marketing tools are the most popular?







## Role-play

**You and a friend started a new food company. Create a dialogue with a partner where you decide which tools to use to market your company**



**Student A: You know exactly which marketing tool to use**



**Student B: You think a different tool is better!**



**Give your opinion!**

**Which of these  
marketing tools is  
the least effective?**

blogs

competitions

tutorials

newsletters

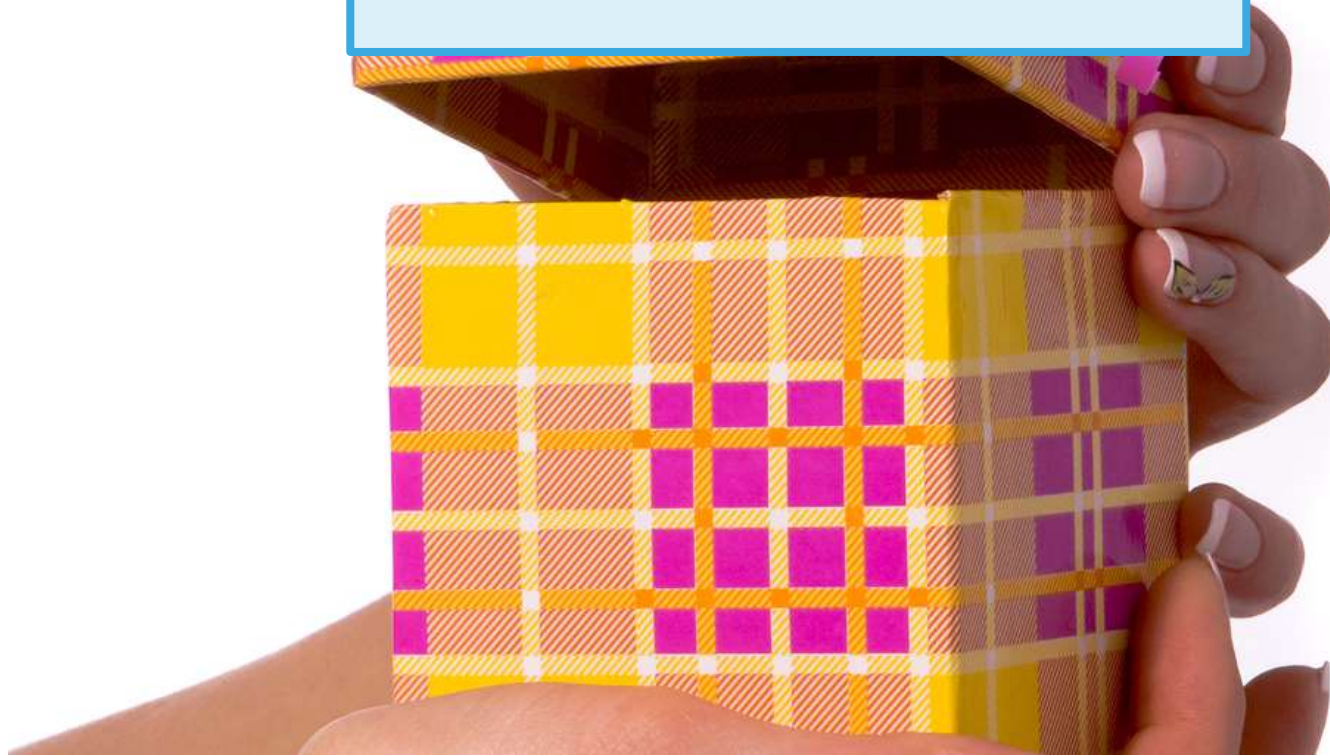
giveaways

to promote



For a new product to be a success, a business must **promote** it.

to give something away



If a company **gives something away** for free and shares this online, it can help their image.

## customer relationship



Talking to customers online frequently creates a good **customer relationship**.



## feedback



**Feedback** from customers is good for companies to improve their services.

to keep in touch with someone



Mailing lists are an easy way **to keep in touch with** customers.



## Read the text

Companies use different forms of **online marketing to promote** their services and products. It also helps them **to keep in touch with** customers with news, which is very important for maintaining good **customer relationships**. Companies can get **feedback** in a quick and easy way using **online marketing**, which helps them to then improve their products.





## True or false?

	TRUE	FALSE
1. Online marketing helps companies to promote products.	<input type="checkbox"/>	<input type="checkbox"/>
2. It is hard to keep in touch with customers using online marketing.	<input type="checkbox"/>	<input type="checkbox"/>
3. Social media marketing is bad for customer relationships.	<input type="checkbox"/>	<input type="checkbox"/>
4. Companies can use online marketing for feedback.	<input type="checkbox"/>	<input type="checkbox"/>
5. Staying in touch is important for customer relationships.	<input type="checkbox"/>	<input type="checkbox"/>
6. Companies do not use online marketing to improve their products.	<input type="checkbox"/>	<input type="checkbox"/>



Imagine you are...

... deciding which form of online marketing to use to increase sales of a new mobile phone. Use opinion phrases to discuss with your teacher

- In your opinion, which forms of online marketing work better than others?





## Game

- Which marketing tools can you use to promote what you see in the image?
- Create your own idea then decide then present to the class
- Decide whose idea is the most original



content

social media marketing

blog

text marketing



## 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

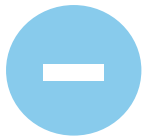
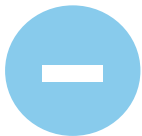
  






## Reflect on this lesson

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



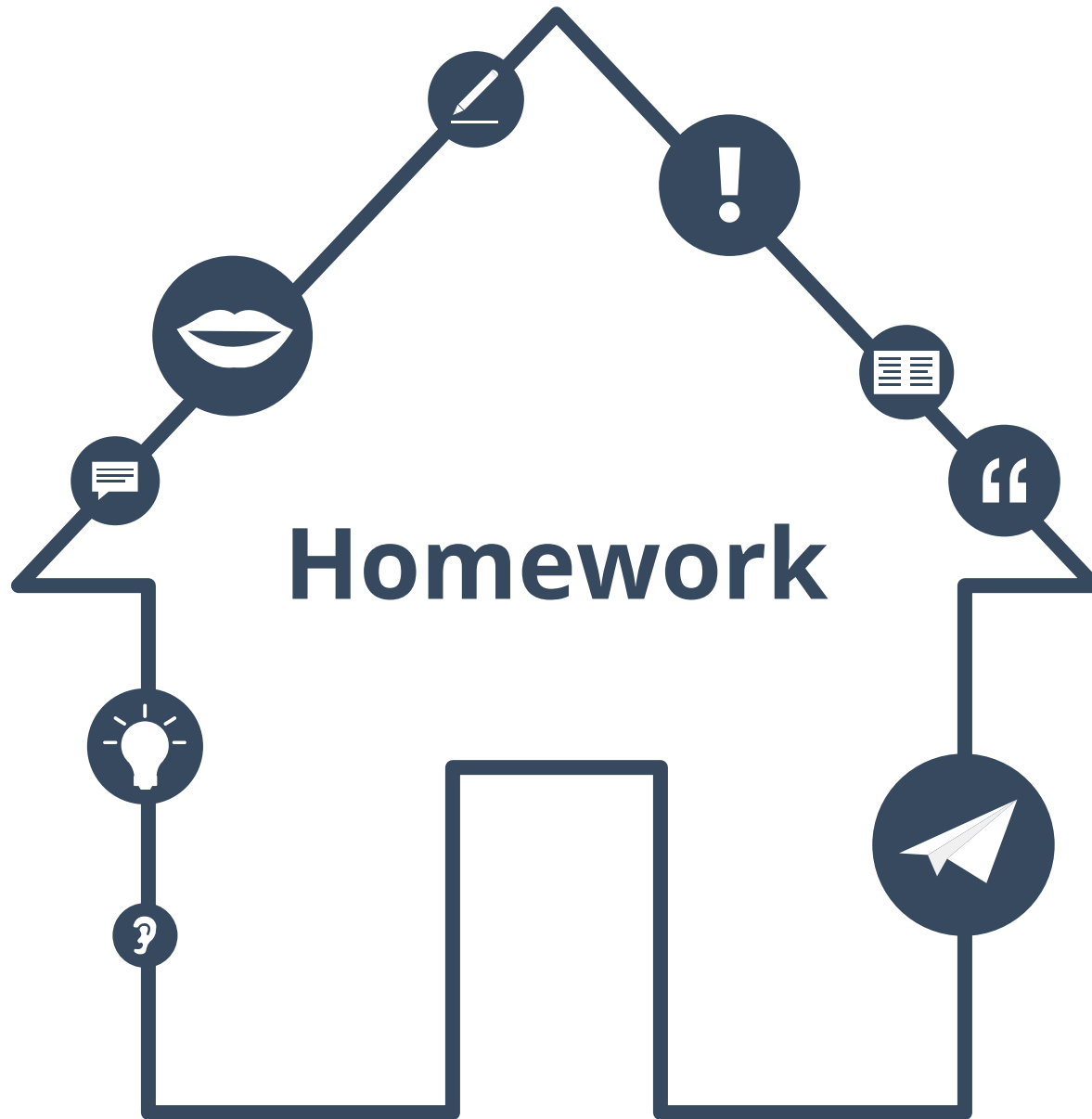
## Answer key

### Exercise 2, p.32

1. True
2. False
3. False
4. True
5. True
6. False

### Exercise 1, p.12

1. pay-per-click
2. SEO
3. email marketing
4. text marketing
5. social media marketing





## Homework complete the sentences

**Complete the following sentences using the correct vocabulary.**

1. Good \_\_\_\_\_ in a blog keeps customers interested.
2. Online marketing is useful for companies \_\_\_\_\_ products and service.
3. \_\_\_\_\_ is a good way to engage directly with customers.
4. A \_\_\_\_\_ is like a seminar but online.
5. \_\_\_\_\_ pushes a company to the top of the results page on a search engine.
6. A \_\_\_\_\_ keeps customers updated in an informal, longer text.



## Homework writing activity

**Write a list of examples of marketing that you receive regularly.**

○	Every week I get email marketing from my favourite clothes
○	shop...
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## Homework answer key

- Complete the sentences, pp 39**
1. Content
  2. To promote
  3. Social media marketing
  4. Webinar
  5. SEO
  6. Blog



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