

# Ad campaigns in the online world

READING

LEVEL  
Lower-intermediate

NUMBER  
EN\_BE\_2224R

LANGUAGE  
English

lingoda

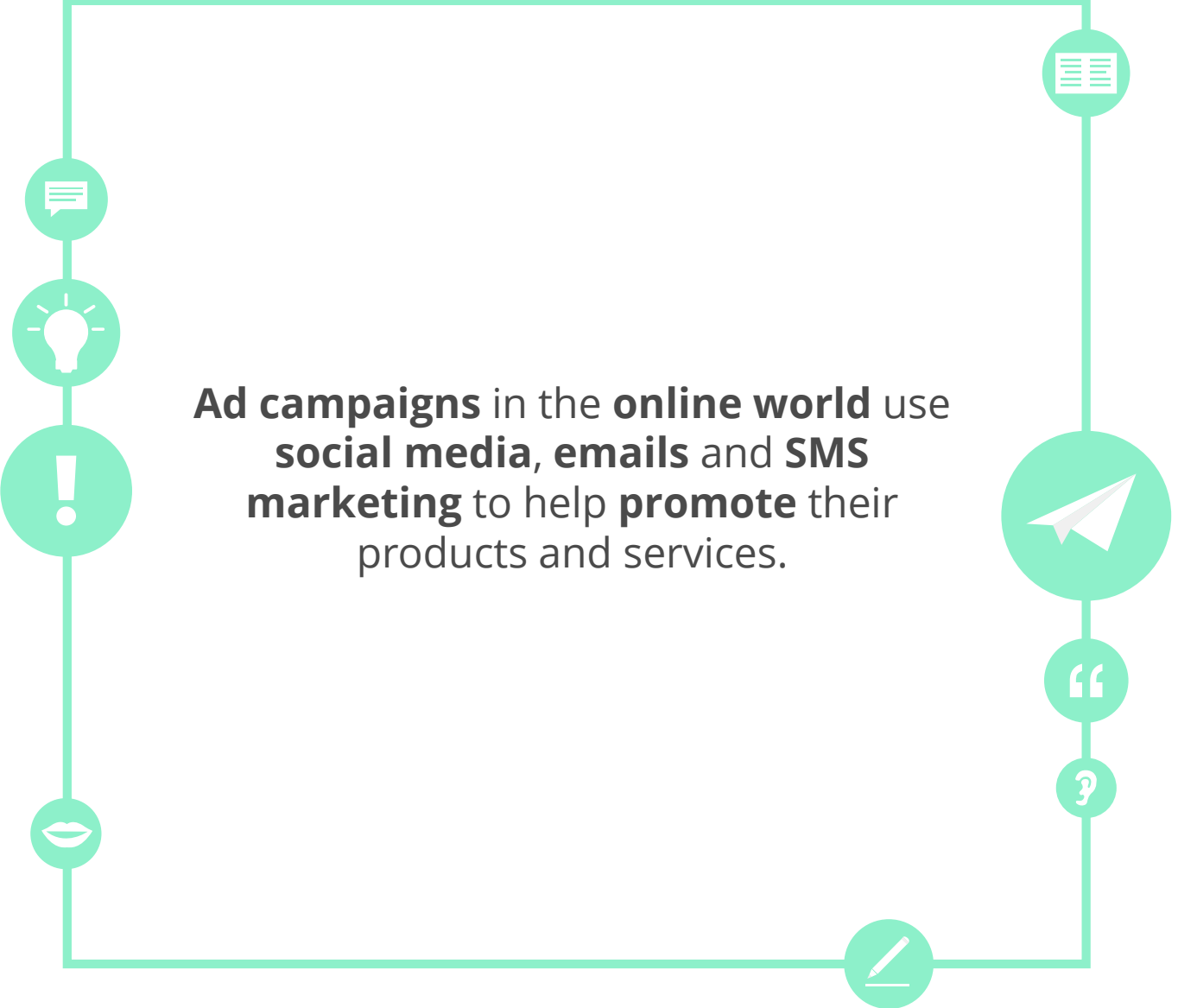




## Goals

- Can understand a text about ad campaigns.
- Can identify and describe simple marketing vocabulary and talk about social media.





**Ad campaigns** in the **online world** use **social media, emails** and **SMS marketing** to help **promote** their products and services.



## Vocabulary review

**blog**

**social media  
marketing**

**to promote**

**newsletter**

**influencers**

**to lead to**

**followers**



**to post**



## Sentence examples



The company **blog** is always enjoyable to read.

**Social media marketing** is very important in the modern world.



They send a **newsletter** out every week.

It is easy **to talk to** clients online.





## Sentence examples



Online marketing helps companies **to promote** their goods and services.

A good online marketing campaign often **leads to** more sales.



**Influencers** have a large following on social media.

Companies need to **post** regularly on social media.





## Reading

Nowadays, a lot of companies use **social media** to create interesting **advertising** campaigns.

On their social media **channels** they can **post** photos and short videos to show a new and unknown product.

They can also add links to the company **blog**. Here customers can usually find more detailed information about it.





## Reading

If their account has lots of **followers**, this is even better.

Then possibly hundreds of thousands of people can learn about the new product they are **promoting**.

They can then click the link on their **profile** to take them to the online store and buy it!

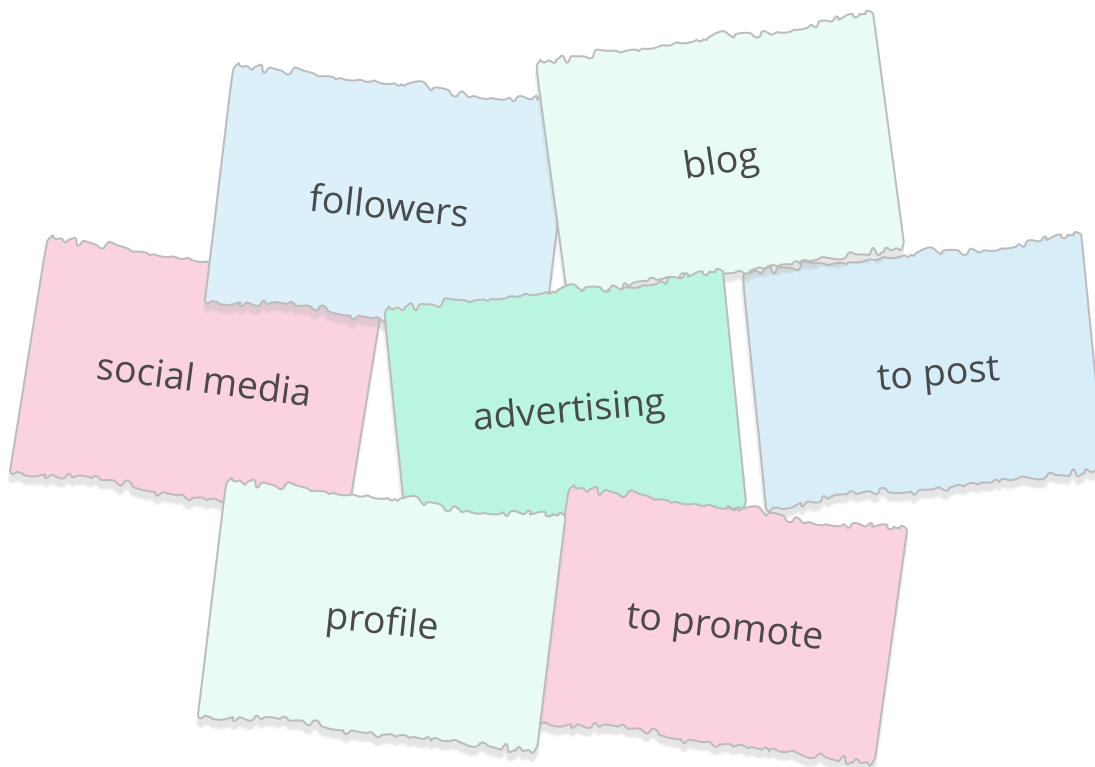






## Vocabulary

Do you know what these words from the text mean?





## True or false?

|  | TRUE                     | FALSE                    |
|--|--------------------------|--------------------------|
| 1. Only a few companies use social media to advertise products.    | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Companies cannot post photos on their profiles.                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. A blog can provide extra information on a product.              | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. A large number of followers is bad for promoting a new product. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Companies can add links to their online store on social media.  | <input type="checkbox"/> | <input type="checkbox"/> |



## Speaking

How many followers  
is a lot for you?

What is the best social  
media site?

How often do you  
read a company blog?

How regularly is good  
for a company to  
post?



## Reading

Many companies can also use **SEO** to get more customers.

We all use search engines to find new products and companies know this! They want us to see their new product first when we hit search.

**Pay-per-click** is similar to **SEO** but is often less complicated.





## Reading slide

Here a company can pay to place an ad, usually a photo, on another website. They can then attract an **audience** that is not their own.

Using these forms of **online marketing** **leads more** people to the company **site** and increases website **traffic**.

More traffic hopefully will equal more sales and more money!





## Complete the sentences

1. Companies use SEO so we...

a. they are using pay-per-click.

2. When a company places an ad on another website...

b. attract more traffic to a site.

3. Pay-per-click is usually...

c. see their products first in the search results.

4. Both these tools want to...

d. help increase sales.

5. More visitors to a site can...

e. easier than SEO.



## Discuss which form of online marketing is most effective

search engine  
optimisation

pay-per-click

blog

social media  
marketing



## Make a list

**SEO often uses keywords to attract customers to your website. Let's imagine you are marketing a new mobile phone. What keywords do you use?**

Ask your teacher for help with this!







## Reading slide

My company **created** an amazing **online marketing campaign** last year.

We **wanted** to sell a new water bottle, made from metal and recycled materials, so no plastic!

We **used** all of our **social media** channels to post photos of the bottle. It looked so cool! We also **answered questions** about the design, price and materials directly under the photos. Our customers **loved** how quickly we **responded**.





## Reading slide

Every two weeks we also **posted** on our **blog**. Here we created some interesting **posts** about why it's important to use less plastic.

We want to create more bottles in the future. So, we **added** every customer who bought a bottle to our mailing list. They will now receive **emails** from us with our next designs.

**Email marketing** is certainly the easiest way to **keep in touch with** them all. This way we can sell even more bottles in the future.





## True or false?

|  | TRUE                     | FALSE                    |
|--|--------------------------|--------------------------|
| 1. The company designed a plastic water bottle.                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. They used social media a lot to advertise it.                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. They didn't talk to anyone who asked questions on their posts.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. They posted on their blog every day.                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Email marketing will help them contact customers in the future. | <input type="checkbox"/> | <input type="checkbox"/> |



## Write a list

**Find as many examples of past simple in the text as you can. Ask your teacher for help.**

created

wanted





**Imagine you are...**

**...the Head of Marketing at the company mentioned in the text. With your classmates, act out a feedback session about the campaign with the team.**

- Mention what you liked and what you didn't like.
- Also ask questions to discover what did the team do.
- Your team can then answer them!





## Speaking

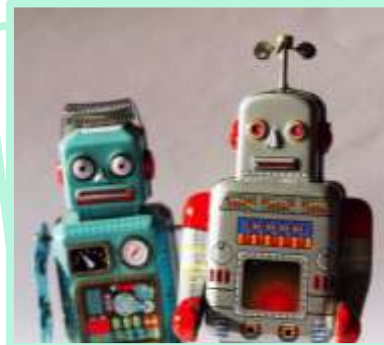
**Talk about an online marketing campaign you created for one of the products below. Use the text to help you!**

social media



email marketing

SEO



to post



## Discuss

**Do you agree or disagree with the following statements?**



1

Social media is the best online marketing tool.



2

Pay-per-click is better than SEO to get new clients.



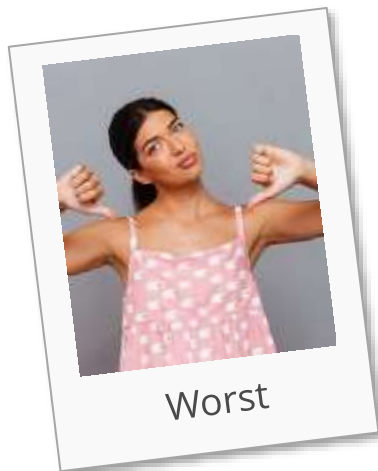
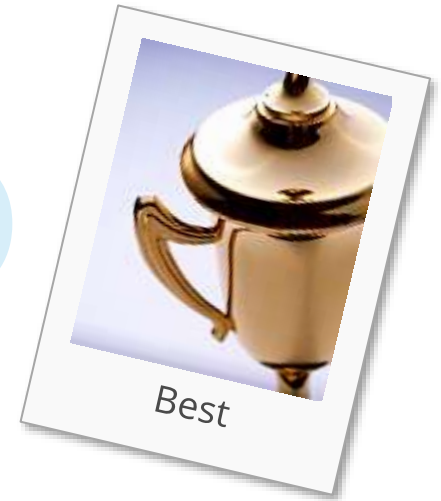
3

Companies need social media to connect with their customers.



Discuss with a partner

**Which company  
created the best online  
marketing campaign?**



**Which created the  
worst?**





## 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



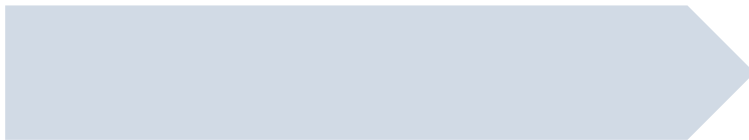
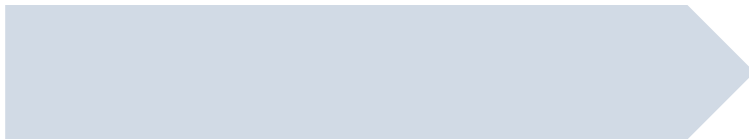
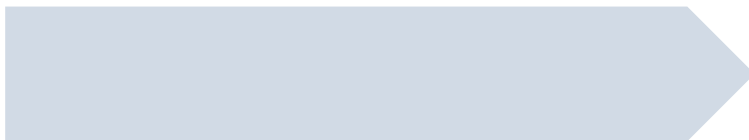
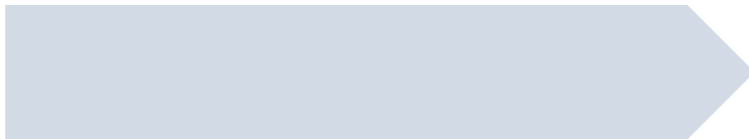
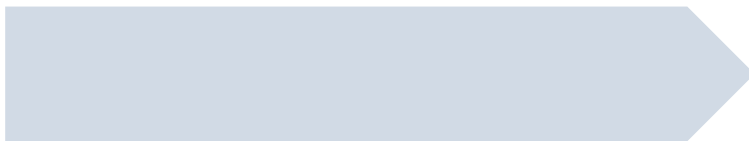
## Answer key

- Exercise 1, p.10**
- 1. F
  - 2. F
  - 3. T
  - 4. F
  - 5. T
- Exercise 2, p.14**
- 1. C
  - 2. A
  - 3. E
  - 4. B
  - 5. D
- Exercise 3, p.19**
- 1. F
  - 2. T
  - 3. F
  - 4. F
  - 5. T





## Homework matching activity





## Homework writing activity

**Write a 200 word text about the pros and cons of online marketing.**

to manage a  
crisis

blog

influencer

lead

social media  
marketing

to promote



Online marketing can use blogs and  
social media marketing. This is good  
because...





## Homework answer key

Homework activity, pp 27

1. B
2. E
3. A
4. C
5. F
6. G
7. D



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