

# Traditional marketing

VOCABULARY

LEVEL  
Lower-intermediate

NUMBER  
EN\_BE\_2225V

LANGUAGE  
English

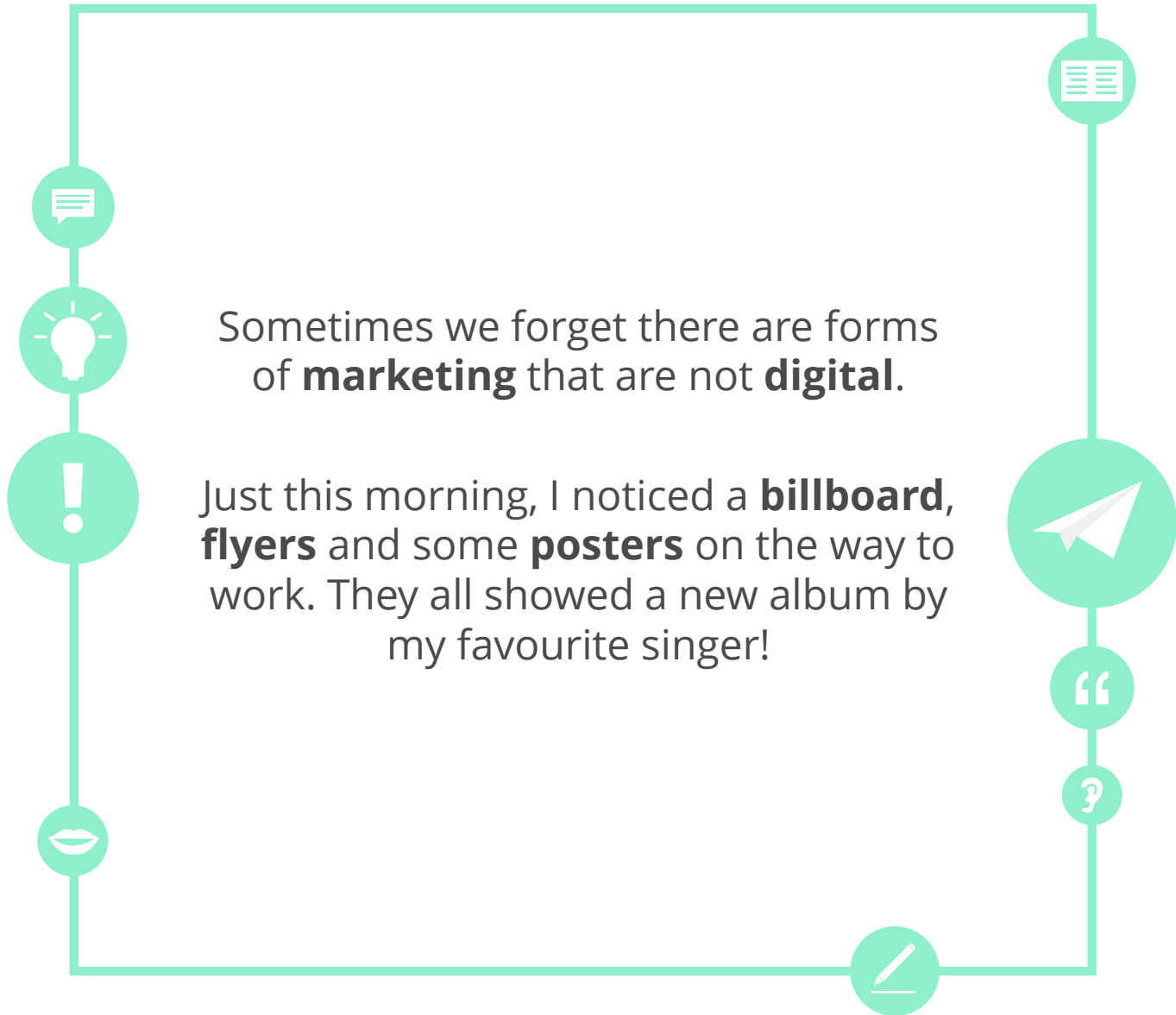
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## Goals

- Can correctly use simple vocabulary to talk about traditional marketing.
- Can express my views on the pros and cons of traditional marketing.





## Warm-up

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



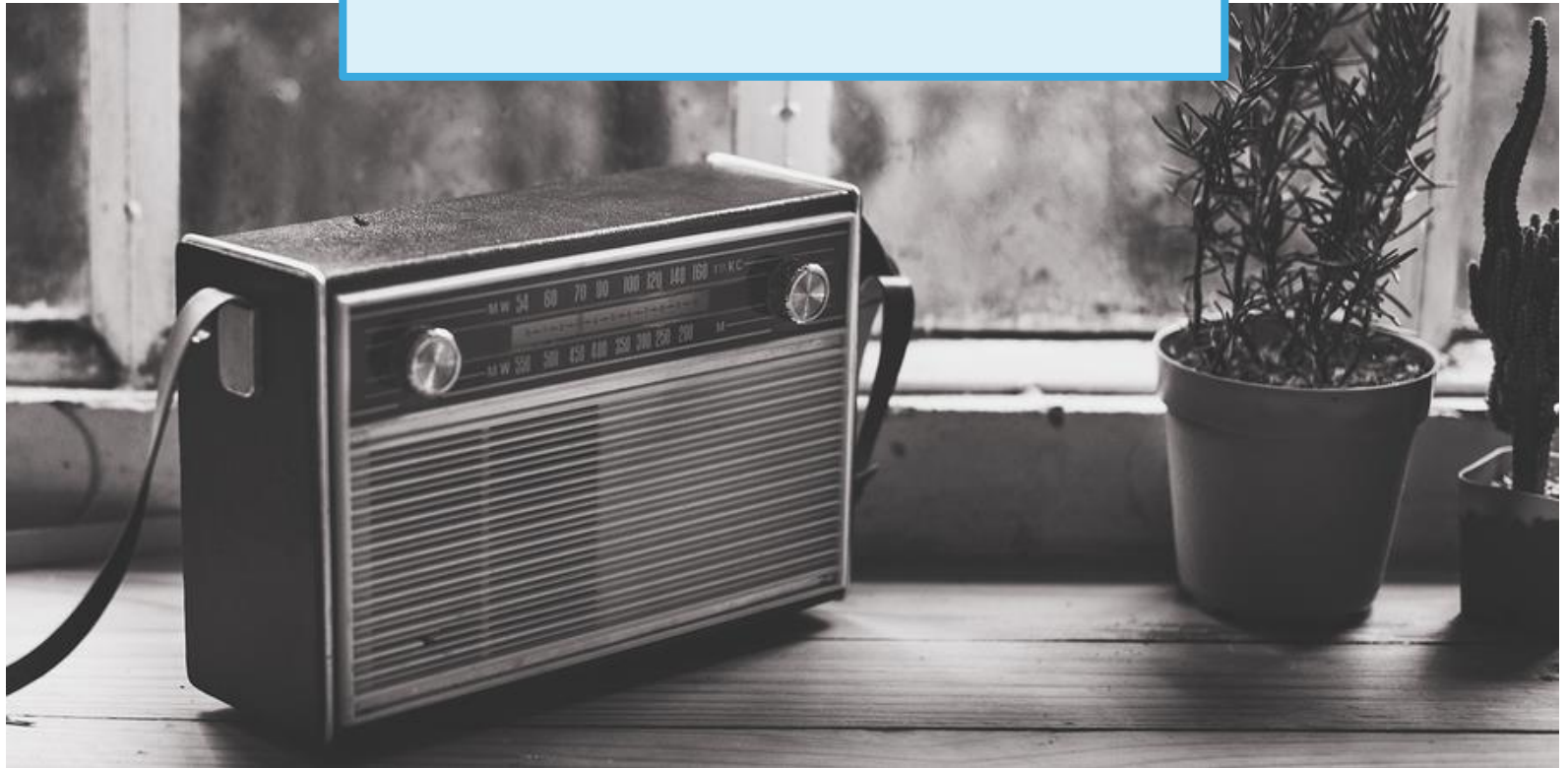
I always see lots of **billboards** by the motorway.

advert



Every thirty minutes we see **adverts** on the television.

radio



The **radio** plays advertising between songs.



print ads



**Print ads** appear in newspapers and magazines.

TV

commercial



I loved the company's **commercial** on **TV** last night.





## Identify the type of traditional marketing

A



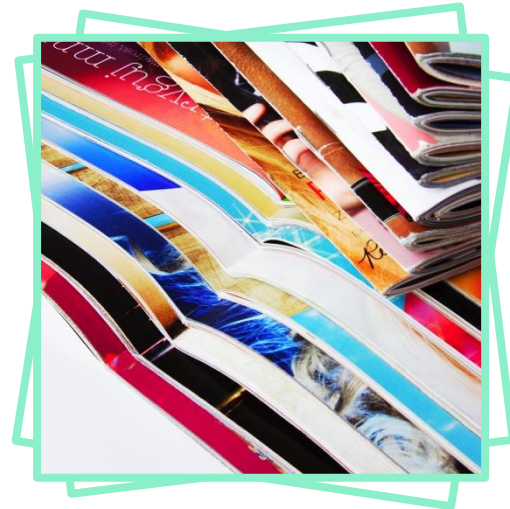
B



C



D





## Dialogue

**Complete the dialogue and give your opinion**



In my opinion, \_\_\_\_\_ is the best form of traditional marketing.

I disagree, \_\_\_\_\_ is much better.



\_\_\_\_\_ is more effective than that.



Which is your favourite form of traditional marketing?

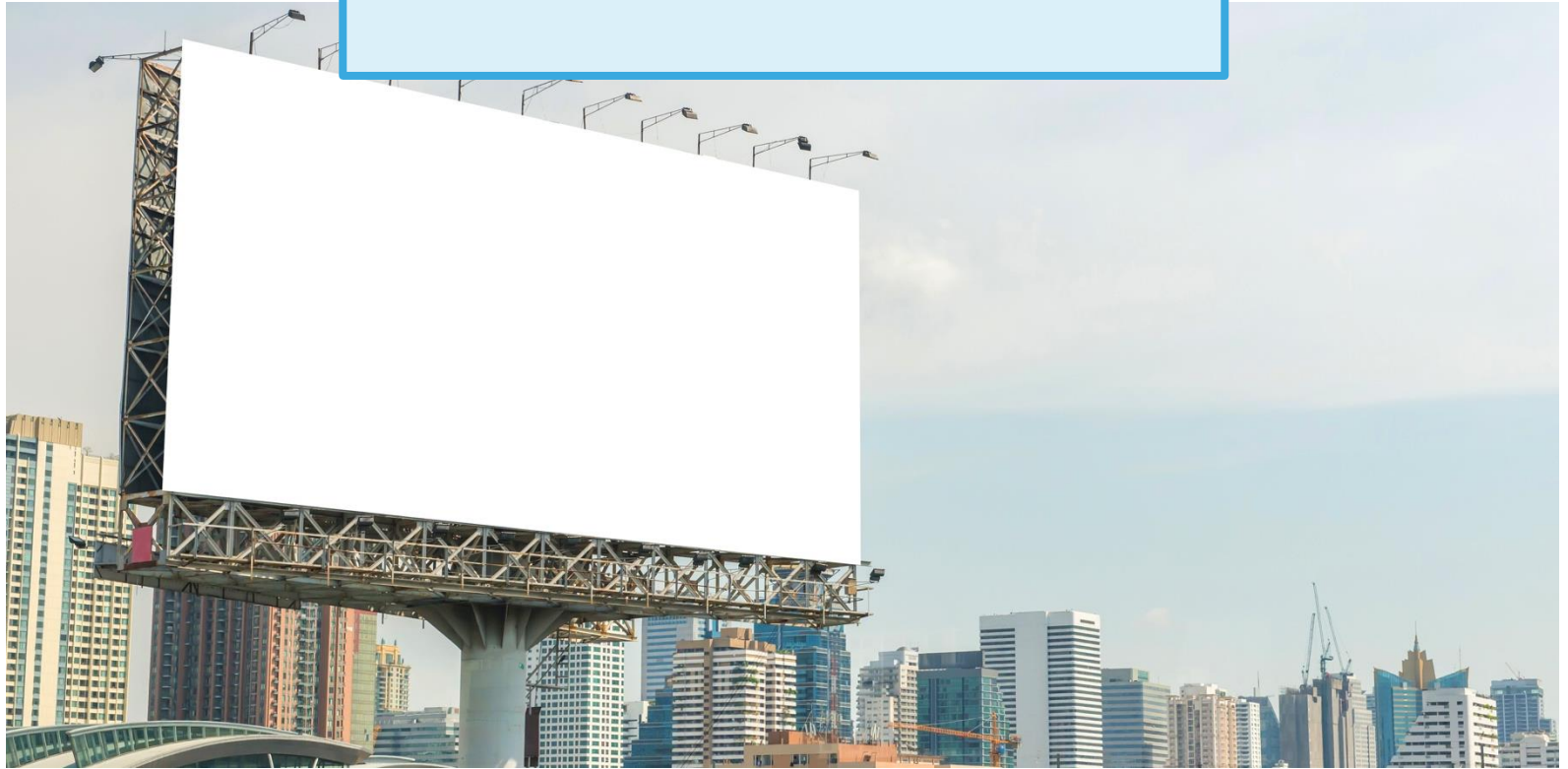
print ad

radio

commercial

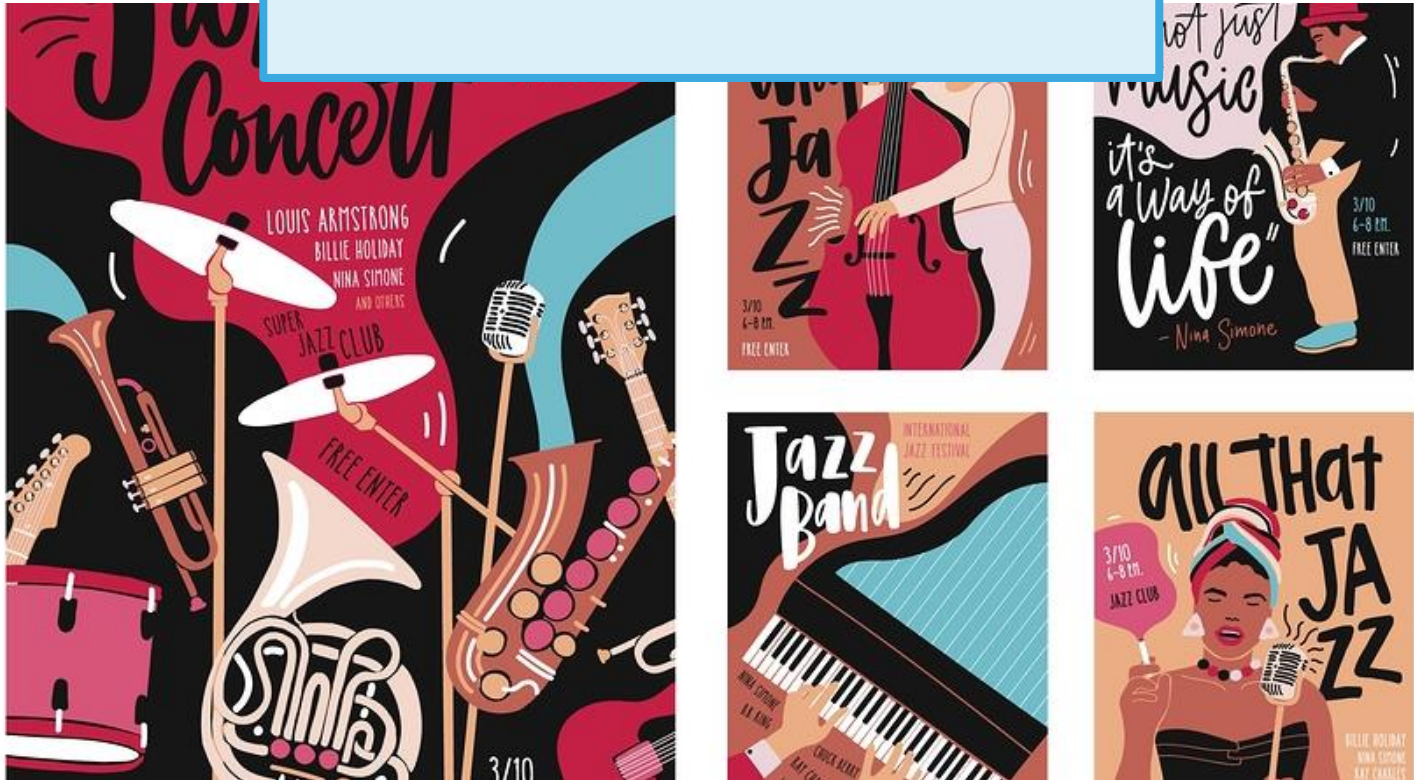
TV

## billboard



Thousands of people see ads on a **billboard** every day.

## flyers



Take a **flyer** with you so you have all the event information!



posters



The company puts **posters** all around the town.



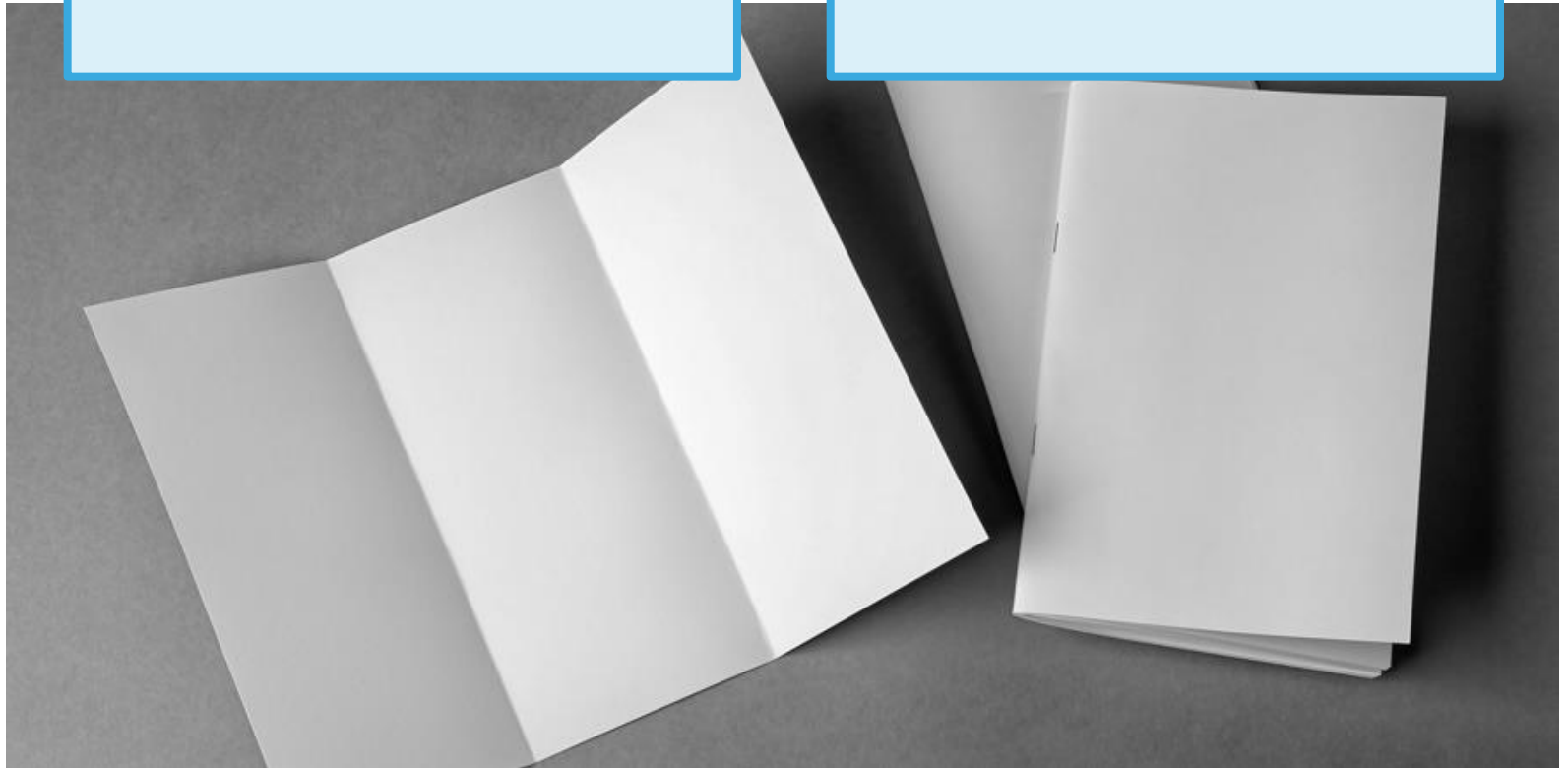
## banners



A plane carries a **banner** through the sky.

catalogues

brochures



I love ordering clothing **catalogues**  
and reading **brochures** for holidays.



## Match with the picture

1. a flyer

2. a billboard

3. a brochure

4. a catalogue

5. a poster

6. a banner

A



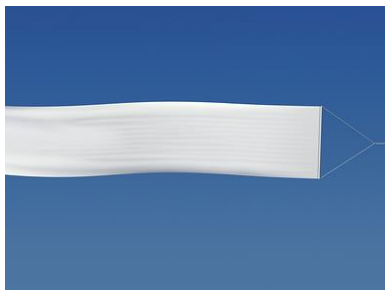
C



E



B



D



F





Online

## Traditional

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Discuss with a partner

**Which do you prefer?  
Traditional or online  
marketing?**

## direct mail



The company sends promotions via **direct mail** to their houses.



cold calling



I don't want any more **cold calling**, I won't pick up the phone!

## word of mouth



Someone always tells me about their products by **word of mouth**.

## business cards



They always give **business cards** so people learn about their company.



## Read the text

**Traditional marketing** is still popular with some companies today.

**Billboards, posters** and **commercials** are forms of marketing that most of us see every single day.

Many companies also send out promotions via **direct mail**. They hope this then spreads news by **word of mouth**.





## Summarise

**Give a summary of the text on the previous slide. Try to use your own words and the words in bold**







## Pros of traditional marketing



Traditional marketing reaches a **local audience**. You can post **letters** and **flyers** with information about your product or service in a **particular area**. For example, music promoters put up **posters** for concerts or events in cities.

Traditional marketing is **clear** and **easy** to understand. Your audience doesn't need **internet access** to learn about your company. This is important, because some groups of people **find information** in **different ways**.





## Cons of traditional marketing

Traditional marketing is **expensive**. It costs money to print **brochures** or hire **billboard space**.

Traditional marketing is not always **relevant**. You cannot use **targeted adverts**. This can only be done online.

It is difficult to know **how well** your traditional marketing **works**. There is no information telling you how many people saw your flyers or posters. You get this **data** with **online marketing**.





## Answer the questions below about the text on slides 26 and 27

	TRUE	FALSE
1. The text said that traditional marketing is cheap.	<input type="checkbox"/>	<input type="checkbox"/>
2. The text included information about cold-calling.	<input type="checkbox"/>	<input type="checkbox"/>
3. Traditional marketing is important because not everyone uses the internet.	<input type="checkbox"/>	<input type="checkbox"/>
4. Traditional marketing is useful for local events and products.	<input type="checkbox"/>	<input type="checkbox"/>
5. Traditional marketing gives you data about how many people saw your adverts.	<input type="checkbox"/>	<input type="checkbox"/>
6. It is easy to target individual people with your adverts using traditional marketing.	<input type="checkbox"/>	<input type="checkbox"/>



## Game

- Which types of traditional marketing will you use to promote this service?
- Discuss with a partner what you decide to use.
- Then share your ideas with the class.





## 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 p.9

1. Advert
2. TV
3. Radio
4. Press ads

### Exercise p.17

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

### Exercise p. 28

1. false; 2. false; 3. true; 4. true; 5. false; false





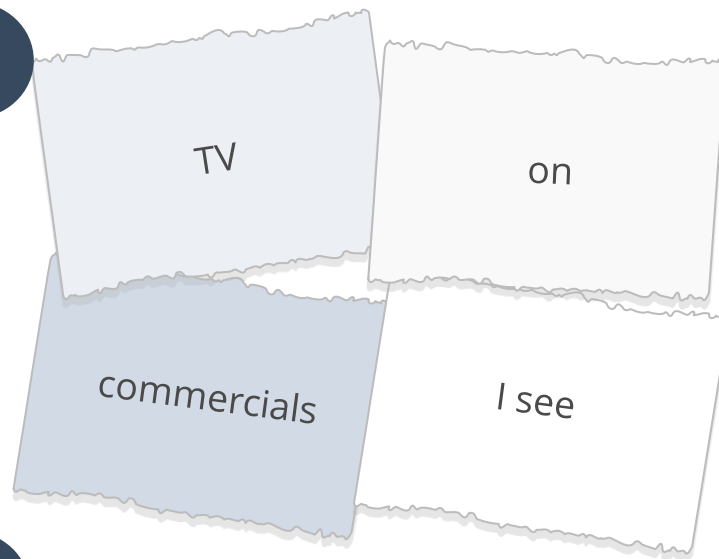


## Unscramble the sentences

A



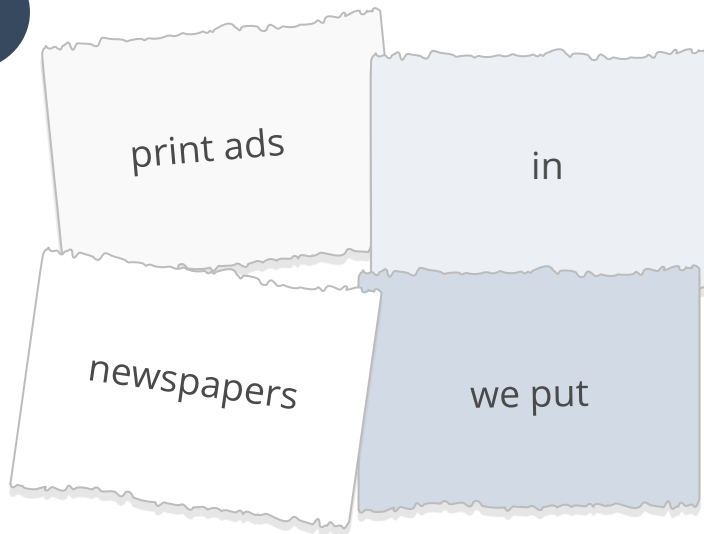
B



C



D





## Categorise the forms of advertising





## Homework answer key

### Exercise p. 31

- A. Traditional marketing is effective
- B. I see commercials on TV
- C. Word of mouth works
- D. We put print ads in newspapers

### Exercise p. 32

Traditional  
Poster, radio, billboard, commercial, brochures, print ads, direct mail  
Online  
Social media marketing, email marketing, SMS marketing, SEO, pay-per-click



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