

Marketing

COMMUNICATION

LEVEL	NUMBER	LANGUAGE
Upper-intermediate	EN_BE_3703X	English

lingoda






Goals

- Can understand the main tasks of a marketing department and basic advertising techniques
- Can use new understanding and terminology to design a simple campaign

What is marketing?



Marketing is not just about
advertising a product. There is so
much more, from the **conception** of
the product to the time it reaches the
customer's hands.



Buying things

**What was the last big
purchase you made?
Why did you buy it?**



The marketing department

What do you know about the marketing department? What different areas do you think this department covers?





Marketing

There are **four main areas** which a **marketing** team concentrates on. You will see these areas on the next page.



But no one will ever buy that!



The sequence

product

First is the identification, selection and development of a **product**.

price

Next is the determination of that product's **price**.

place

After that, it is decided which distribution channel to use so that the product reaches the customer.

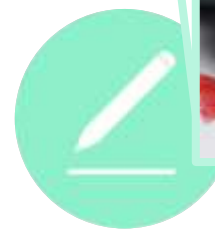
promotion

Finally, there is the development of a **promotional** strategy.



More details

Now you know about the four areas of marketing, can you add any details to them? What is connected to promotion, for example?





Marketing and sales

Marketing and sales are closely linked, but they concentrate on different areas. What do you think is the difference? Can you match the words below to either sales or marketing?



long term/short term

push/pull

constructing a brand identity

meeting the needs of an individual

market research

fulfil sales targets

Product

As we saw before, the first stage in marketing is identifying the **product**. Within that, there are many smaller stages.



That is so useful!

The idea



The first thing that is necessary is the **idea** for a product. Without a conception, there can be no further stages.

Market research

The next thing that happens is **market research**. A **target customer** is identified, and then the idea for the product is tested via **focus groups** and **surveys**.



The **target group** for this product is the parents of young children.



We should design a **survey** to ascertain the level of interest in this product.



Target customers

Target customers are identified along the lines of **age, gender, and income bracket**. But for each product, the marketers must decide **how big a market** they are advertising to.

Mass marketing	Niche marketing	Individual marketing
Popular in the 50s/60s	Popular now	Growing in popularity
A huge market	Small market	Market of one
One advert to target all consumers	Specialised products	Tailor-made products



B2B or B2C?

There are two main ways to divide the market: **B2B**, or business to business, and **B2C**, business to consumer. The marketing department must decide whether they want to market their products to **businesses** or **directly to consumers**.

Though the marketing techniques are somewhat similar, there are also some major **differences**, as shown below.

B2B	B2C
Relationship-driven	Product-driven
Small, focused target market	Large target market
Brand identity created on a personal relationship	Brand identity created via imagery and repetition
Multi-step buying process	Single-step buying process
Purchases based on rational decisions	Purchases based on emotional decisions



Testing ideas



Focus groups and surveys were mentioned as ways to test customer interest. Can you think of any other ways? Have you ever been involved in a focus group or survey for a new product?



B2B or B2C?

Can you think of some products which would be sold via B2B marketing, and others which would be sold via B2C marketing?





Price

After identifying the **product**, **price** is the next factor to decide upon. Below are some things which influence how businesses decide on a price.

How much do similar products cost?	You don't want your product to be much more expensive than competitors' products
How much are customers willing to pay?	If the product is new, you need to know that customers will buy it for a certain price
The economy	Is the economy strong or weak? Do people have money to spend on items such as yours?
Making money	Will you cover your costs and make a profit?

Place

Place refers to **distribution channels** in marketing, or how the product gets from the **producer** to the **customer**. It is important that customers are able to **access** a product in the **easiest** and most **efficient** way for them, no matter who they are. There are several different channels of distribution, some more direct than others.

Often, producers choose to sell their products via the **internet** as the most **direct method** of reaching the consumer.



Distribution channels

Here there is a table showing the different **methods** a business can use to get their products to their clients. Notice that some are more **direct** than others.

Producer			Customer
Producer	Wholesaler		B2B customer
Producer	Wholesaler	Retailer	Customer
Producer		Retailer	Customer



Price

How much do you usually pay for these products? What is the maximum you would be willing to pay for them?





Distribution channels

**Which distribution channel do you think is the cheapest?
Why might producers choose other channels?**





Promotion

The final stage is **promotion**, and it is the most **visible** stage of marketing as regards the customer.



We should have a **billboard** advert.

Promotion

The **promotion** of a product is done in many different ways depending on the product itself and the **target audience**. Even before a product is **launched**, a marketing **campaign** begins. **Advertisements** appear in many different places. And when the product is launched, it is often accompanied by a **sales promotion**.



It should be sold at a reduced price to start with.



Different ways of advertising

There are many different ways a company can choose to **advertise** its product. Here are some of the places where you might see the product as part of a **promotional campaign**.

On social media and websites

On television and radio

On billboards, etc.

Mailshots, paper and email

In magazines and newspapers

Product placement (in TV shows or films)



Slogans

Slogans are **short** and **memorable** words or phrases used in advertising which consumers come to **associate with the product**.



Just do it!



I'm lovin' it!



Creating a slogan

Creating a slogan means taking many things into account.

- Keep it short and simple.
- Focus on what makes your product different.
- Make it timeless, rather than something that people will not remember a year from now.
- Consider your target market, local, national, international etc.



Puns

Many **slogans** involve **puns**, or a **play on words**. Look at the examples below. Why do they work?



Woo Hoo! It's Fry Day.



We make a perfect pear.



Marketing techniques

Answer the questions below.



1

Which of the types of advertising are you most familiar with?

2

Which do you think works best for you?

3

Are there any marketing strategies you really don't like?



Slogan

Can you think of a slogan for these products?





Your product

You have been given this product. You need to decide on a target consumer, the price and place, and what promotions you will use.





Your ideas

Use the phrases below to help you write down some ideas for your product.

I think it should cost...

We should distribute it via...

The advertising we could use...

A spiral-bound notebook with lined pages, positioned vertically on the right side of the slide. The notebook has a light gray cover and a blue spiral binding on the left. The pages are white with horizontal lines. The top page is partially visible, showing the spiral binding and the first few lines.



Present your product

Give a short presentation on what you have decided to do with your product. Does your teacher have any suggestions or questions?





Reflect on the lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

Review them with your teacher one more time to make sure you don't forget!

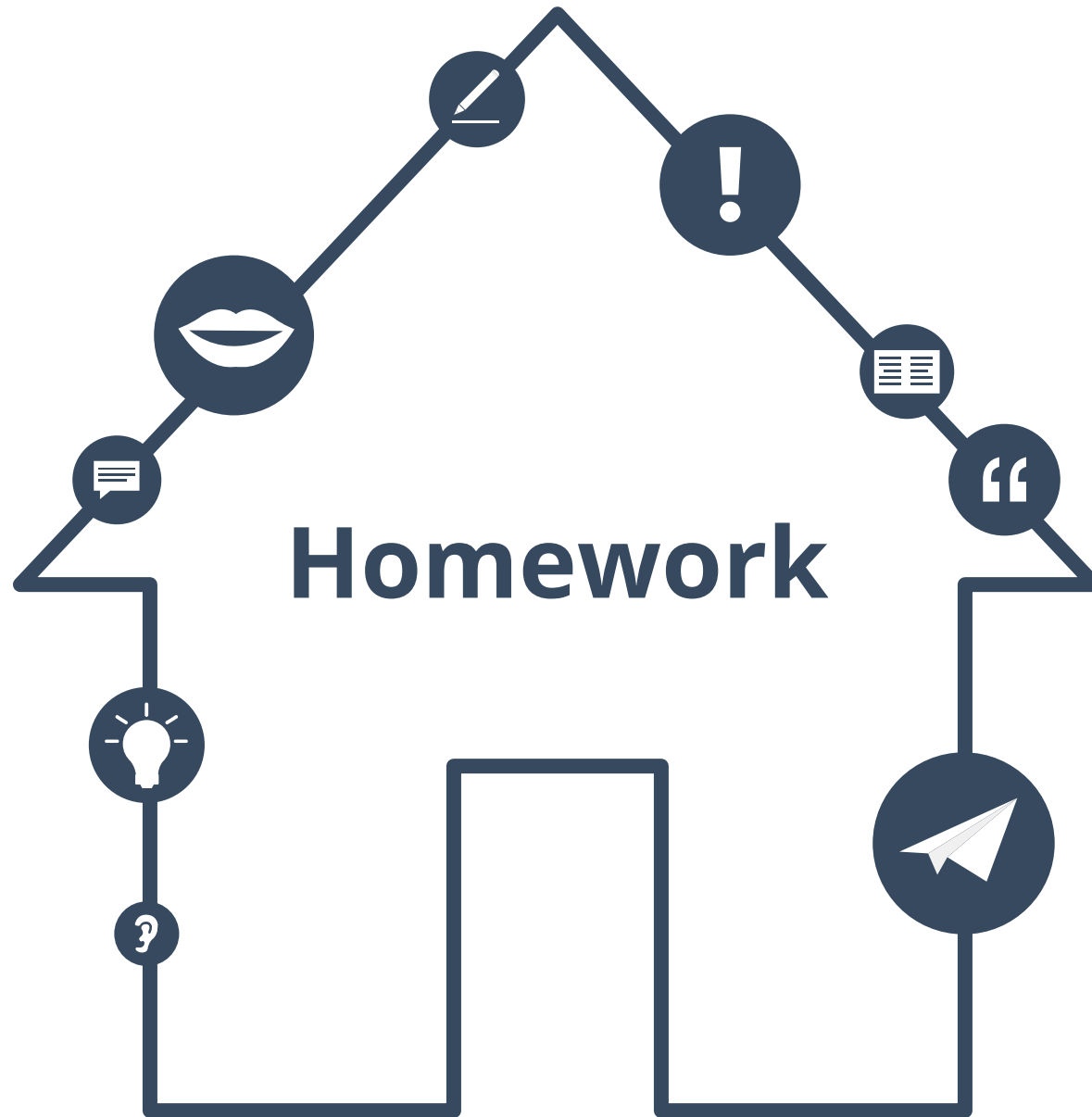




Answer key

Exercise p. 9

Sales: push, short term, meeting the needs of an individual, fulfil sales targets
Marketing: pull, long term, market research, constructing a brand identity





This image shows a single sheet of white paper designed for writing. On the left side, there is a vertical blue margin line. To the left of this margin line are ten circular punch holes, evenly spaced vertically. The main body of the page contains ten horizontal blue ruling lines, also evenly spaced, providing a guide for handwriting. The paper is otherwise blank, with no text or other markings.



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