

Marketing Tactics



This week...

Fiona and Chris are coming up with some marketing tactics to help sell and promote a new line of products.

Lesson Objectives...

- Thinking of marketing tactics to help promote and sell a product
- Discussing strategies

Business English Conversation

Advanced Class



What images spring to mind when you hear the word 'marketing'?

Picture Description

What are they having a meeting about?



What kind of company do they work for?

Fiona	We have to come up with effective methods to promote our new line of products.
Chris	How about a limited-time offer campaign? If it is done correctly it might get people interested.
Fiona	I think that is an effective marketing technique that may possibly get customers to purchase our products.
Chris	I know many of our competitors use this method very successfully.
Fiona	We could also create a contest that offers prizes. Many people will be prepared to share information with us as a part of the entry process.
Chris	That will be a great way to build a database and find out more about our customers.
Fiona	Let's do some more research before we make any decisions.
Chris	I agree. Let's get together for another meeting at the end of the week.
Fiona	OK. I'll speak to you then.

That will be a great way to attract new customers.

1. We have to come up with effective methods to
2. If it is done correctly it might
3. We could also create
4. That will be a great way to



Role Play – Marketing Tactics

Student A and Student B are coming up with some marketing tactics to help sell and promote a new line of products.



Student A: Tell Student B that you have to come up with some effective methods to promote the new line of products.

Student B: Suggest a **Marketing Tactic**.

Key Phrases

- We have to come up with some effective methods to promote our new line of products.
- That will be a great way to build a database and find out more about our customers.
- Let's get together for another meeting next week.
- How about?
- If it is done correctly it might get people interested.
- I know many of our competitors use this method very successfully.
- *Other*

Marketing Tactics

- buy one, get one free
- contest with prizes
- limited-time offer
- seasonal discount
- digital marketing/social media
- *other*



1. There are too many adverts on television.
2. Tobacco advertising should be banned.
3. Marketing is one of the most important elements of a business.

- What kind of advertising campaigns persuade you to buy products?
- What marketing tactics do you think are very effective?
- How has the Internet changed marketing?

- campaign - *We have to think carefully about the **campaign**.*
- competitor - *New **competitors** will soon enter the market.*
- create - *Let's **create** some eye-catching material.*
- database - *I will check the information in our **database**.*
- effective - *I think that will be a very **effective** strategy.*
- method - *Which **method** do you think will work the best?*
- research - *We need to do some more market **research**.*
- tactics - *Those **tactics** will help us become successful.*



Feedback

Feedback is an essential communication tool in business performance management. Giving feedback and receiving feedback can be very beneficial as it makes us think, reflect, and consider other people's views and opinions. Next week we will look at the vocabulary and phrases used in giving and receiving feedback.