

# 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

**Basic Class**



What images come 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?

\*Create a short story using the following format

1. Who
2. Where
3. When
4. What's happening?

Can you think of some ideas to help me **promote** my new product?

\*Create simple sentences using the vocabulary

1. promote
2. campaign
3. method
4. research



1. **That is a technique that may** help us.
2. **We could also create** an online advertisement.
3. **That will be a great way to** attract new customers.
4. **Let's meet again** tomorrow afternoon.

- Words
- Phrases

<b>Fiona</b>	We have to think of effective methods to <b>promote</b> our new line of products.
<b>Chris</b>	A limited-time offer <b>campaign</b> might get people interested.
<b>Fiona</b>	<b>That is a technique that may</b> get customers to purchase our products.
<b>Chris</b>	I know many of our competitors use this <b>method</b> very successfully.
<b>Fiona</b>	<b>We could also create</b> a contest that offers prizes.
<b>Chris</b>	<b>That will be a great way to</b> build a database and get information about our customers.
<b>Fiona</b>	Let's do some more <b>research</b> before we make any decisions.
<b>Chris</b>	I agree. <b>Let's meet again</b> at the end of the week.
<b>Fiona</b>	OK. I'll speak to you then.

1. That is a technique that may .....
2. We could also create .....
3. That will be a great way to .....
4. Let's meet again .....

# Responses - Prepositions

\*please select the most appropriate response from the items below:

1. A: We have to think .... effective ways to sell our products.  
B: Yes. Let's have a meeting this afternoon to talk about it.

at / in / of

2. A: When should we meet again .... discuss the details?  
B: Let's meet again .... Friday afternoon.

to / with / on

3. A: Do you know the name and address of our newest customer?  
B: I will check the information .... our database.

at / in / to

4. A: Can you think .... any other ideas?  
B: I also think a seasonal discount campaign may be effective.

at / of / in

5. A: Do you know where the minutes of the meeting are?  
B: Yes. They are .... my office. I will go and get them .... you.

for / in / at

6. A: Let's do some more research before we make a decision.  
B: I agree. Let's talk about this again .... the end of the week.

on / at / in



# 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:** We have to think of effective methods to promote our new line of products.

**Student B:** How about a **Marketing Tactics** campaign?

\* Continue the conversation using the **Key Phrases** from below.

## Key Phrases

- That might get people interested.
- We could also ....
- Let's meet again at the end of the week.
- I know many of our competitors use this method very successfully.
- That will be a great way to ....
- Let's do some more research before we make any decisions.
- *Other*

## Marketing Tactics

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

- What kind of advertising campaigns persuade you to buy products?
- What marketing tactics do you think are very effective?

- 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?*
- promote - *How are we going to **promote** our products?*
- 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.