

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

Super Class

Warm Up – Topic Question



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

Picture Description

What are they having a meeting about?



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 spark a fair bit of interest .
Fiona	I think that is a good idea. Generally speaking people are procrastinators , so this might be an effective marketing technique.
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	Well, I think we are on the right track . Let's do some more research of other methods as well 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 .

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.

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.
- I think we are on the right track.
- How about?
- If it is done correctly it might spark a fair bit of interest.
- 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*



Talk about one of the following topics for one minute:

1. Memorable marketing campaigns
2. Word-of-mouth advertising
3. The skills needed to be successful at marketing

*Other students in the class, ask one question each to the presenter after the speech

- Have you ever been excited by a product in an advert, but disappointed by it when you bought it?
- How has the Internet changed marketing?
- What kind of advertising campaigns persuade you to buy products?

The new software my company is using isn't **all it's cracked up to be**.



all it's cracked up to be – as good as its reputation

- Disappointingly, I don't think these products are **all they're cracked up to be**.

Unique Selling Point (USP) – the thing that makes this product different to its rivals

- What's this product's **USP**? Why shouldn't I buy a different one?

sell the sizzle, not the sausage – excite people about the product, don't just describe it

- Customers don't want a dull list of facts. **Sell the sizzle, not the sausage!**



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.