Business English - Comparing Marketing Methods - Discussion and Collocations

Choose one of the lines below and say in which situations one of the things is better than the other, e.g. “A is better than B if… (but B is better when…)” Your partner will listen, maybe ask you for reasons, then give their own ideas on comparisons between those two things.

### Useful phrases for comparing marketing methods

<table>
<thead>
<tr>
<th>If...</th>
<th>.... is better</th>
<th>but...</th>
<th>...</th>
</tr>
</thead>
<tbody>
<tr>
<td>When...</td>
<td>... is more suitable</td>
<td>while</td>
<td></td>
</tr>
<tr>
<td>For my company</td>
<td>... is more effective</td>
<td>whilst</td>
<td></td>
</tr>
<tr>
<td>In my sector</td>
<td>... is more cost effective</td>
<td>However</td>
<td></td>
</tr>
<tr>
<td>In my industry</td>
<td></td>
<td>On the other hand</td>
<td></td>
</tr>
<tr>
<td>In the... sector</td>
<td></td>
<td>In contrast</td>
<td></td>
</tr>
<tr>
<td>In the... industry</td>
<td></td>
<td>In complete contrast</td>
<td></td>
</tr>
</tbody>
</table>

### Useful phrases for responding

- What makes you say that?
- So, do you think that...?
- How about if/ when/ for...?
- I (total) agree (but if/ when...)
- You may be right, but I would say that...
Marketing methods to compare

- product endorsement/ product placement
- a (thick) catalogue/ a (thin) pamphlet, leaflet or flier
- a comparison between your product and a competitor product/ a list of your product’s USPs (= unique selling points)
- a big public product launch/ a soft product launch
- a new niche market product/ a new mass market product
- internet ads/ mobile ads
- many radio commercials/ a few TV commercials
- sports sponsorship (of a sporting event or a sports team)/ arts sponsorship
- using well known music in your radio commercial/ using an original radio jingle in your radio commercial
- full-page ads in a newspaper/ sponsored content in a newspaper
- paying an expert for SEO (search engine optimization)/ paying for sponsored search results
- banner ads/ pop up ads
- advertising on social media/ trying to get more social media followers
- press advertising (in newspapers, magazines, etc)/ advertising on newspapers’ websites
- upgrading an existing product/ launching a new product
- rebranding an existing product/ launching a new product
- spending more on marketing to increase your market share/ accepting that your product is just a niche product
- redesigning your present logo/ a totally new logo
- discount coupons/ free samples
- increasing the number of points of sale/ only selling in a few exclusive points of sale
- specifically trying to design viral marketing/ designing your marketing for traditional media and just hoping it will go viral
- a long advertising campaign/ a short but intense advertising campaign
- increasing the size of your marketing department/ more use of an outside advertising agency
- primetime TV commercials/ TV commercials at cheaper times such as midmorning
- huge discounts during the summer sales/ no summer sales
- advertising on the sides of buses/ advertising on billboards
- direct mail to your existing customers/ direct mail to all people in a city
- limited time special offers/ discounts for all point card holders
- setting a high sales target that you will probably miss/ setting a low sales target that your sales team will easily go past
- trying to get people to share on your content on social media/ relying on people sharing their own opinions by word of mouth

Ask about anything above which you don’t understand or couldn’t compare.
Marketing collocations

Without looking above for now, put the words below together to make collocations connected to sales and marketing:

- advertising
- ad
- advertising agency
- arts/ sports board
- banner campaign
- bill- coupon
- direct mail
- discount page ad
- free sample
- full- sponsorship
- go ad
- market advertising
- marketing department
- mass market (product)
- mobile product
- niche sale
- points of share
- pop up ad
- press viral
- prime- branding
- product commercial
- product endorsement
- (soft) product engine optimization
- radio jingle
- radio launch
- re- placement
- (high/ low) sales target
- search time
- social commercial
- (limited time) special content/ search results
- sponsored grading
- summer marketing
- TV media (followers)
- unique mouth
- up- offer
- viral sales
- word of selling points

Check with the first worksheet. Other matches may be possible, so if you wrote something different please check it with your teacher.

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