

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			
If...	... is better	but	...
When...	... is more suitable	while	
For my company	... is more effective	whilst	
In my sector	... is more cost	However	
In my industry	effective	On the other hand	
In the... sector		In contrast	
In the... industry		In complete contrast	
For...			
In...			

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.