

# 7

# Digital Marketing



## START-UP ACADEMY

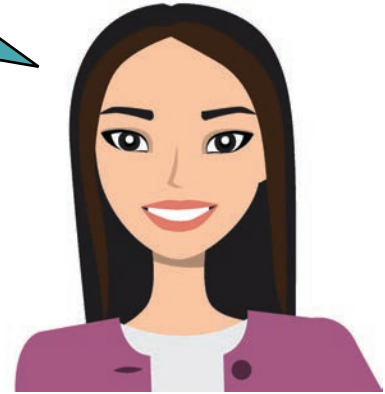


Mirai, have you learned about the four Ps of marketing?

I've heard of that. What do the four Ps stand for?

What do you think they stand for, Mirai?

Hmm, the first one must be for product, and the second one is price. The third one is \_\_\_\_\_ and the fourth one is \_\_\_\_\_.



**Instructions:** Write the missing letters to complete the four Ps of marketing. Which of the four Ps, also called the marketing mix, do you think are most important? Rank them in order. Then, compare your answers with a partner.

1. p \_ o \_ \_ c \_

**RANK**  
# \_

2. \_ r \_ c \_

# \_

3. p \_ a \_ e

# \_

4. \_ r \_ \_ o \_ i \_ n

# \_



# Introduction

**Instructions:** Match the vocabulary words on the left to their meanings on the right.

- |                     |   |
|---------------------|---|
| 1. product _____    | a. a person with a popular digital channel who causes consumers to buy products or services |
| 2. price _____      | b. to make people aware of something and increase its sales or popularity                   |
| 3. place _____      | c. where a company tries to sell a product or service                                       |
| 4. promotion _____  | d. changing the image of a product so it can compete better or in a new target market       |
| 5. SEO _____        | e. the cost consumers pay for a product   |
| 6. influencer _____ | f. something that is made or grown to be sold or used                                       |
| 7. reposition _____ | g. improving a website or a channel's searches on the Internet (Search Engine Optimization) |

**Instructions:** Next, use the vocabulary words from above to complete the sentences below. When you finish, check your answers by practicing the shadowing activity on page 79.

- Many companies want to \_\_\_\_\_ their products in movie scenes.
- Advertising a product on TV or online is a form of \_\_\_\_\_.
- Some popular people on Instagram or YouTube are considered \_\_\_\_\_s.
- Companies \_\_\_\_\_ a product when they want to change its image.
- For many consumers living on a tight budget, \_\_\_\_\_ is very important.
- Maple syrup is a famous \_\_\_\_\_ from Canada..
- Learning about \_\_\_\_\_ is important because it shows how often people search for that name or product on the Internet.

Write down the names of three influencers in your country. What kind of products or services do you think they can promote?

	Influencers	Products or Services
1		
2		
3		



# Listening



**First Listening:** Listen to the telephone conversation between Catherine and her client at Fantabulous Fashion. Circle T for True or F for False next to each sentence. Then, check your answers with a partner.

1. Catherine is calling Tony Lovello to ask for a job.           T   F
2. Tony Lovello wants to write down information.           T   F

**Second Listening:** Write in the missing words and circle the best choice in parentheses to complete the conversation below. Then, compare your answers with a partner.

**Receptionist:** Thank you for calling Fantabulous Fashion. How may I \_\_\_\_\_ your call?

**Catherine:** Hello. This is Catherine Ramirez (for, from) Digital Marketing Advisors. May I speak to Tony Lovello, please?

**Receptionist:** Yes, Ms. Ramirez. Just a \_\_\_\_\_, please. I'll see if he is in.

**Catherine:** Thank you.

**Tony:** Catherine, thank you for calling.

**Catherine:** My pleasure, Tony. How are things with you?

**Tony:** Great, great. But, busy as usual. Are you calling about the \_\_\_\_\_ marketing campaign for our spring collection?

**Catherine:** Yes, that's right. Do you have a few minutes?

**Tony:** Sure. Just a sec. I want to \_\_\_\_\_ a pen to write down some notes. Alright, I'm ready.

**Catherine:** First of all, I think we should try to do a \_\_\_\_\_ on Instagram.

**Tony:** OK, (gotcha, got to). This would be \_\_\_\_\_ at our younger customers?

**Catherine:** Yes, that's right. Also, I think we should use an \_\_\_\_\_ in the ad campaign.

**Tony:** Sounds good. What else should we do to (impress, increase) our clothing sales?



# Speaking

## Pair Work

**Instructions:** Next, role play the conversation on page 3 with a partner.

## Substitution

**Instructions:** Catherine explains the marketing mix to Mirai using her experiences. Change the underlined information from the conversation with the answers in the box below. Then, role play these new conversations with a partner.

**Catherine:** From my experience, I think that 1) promotion is really important for new start-ups.

**Mirai:** But, what if the company doesn't have 2) capital?

**Catherine:** Most companies can find a way to pay for it.

**Mirai:** Do you ever invest in the companies you help?

**Catherine:** Yes, sometimes. Actually, I own 3) 5% of one start-up I helped with marketing.

**Mirai:** Wow! That's impressive. I hope it works out for you.

**Important:** 1) place  
**Need:** 2) money  
**Percentage:** 3) 7.5%

**Important:** 1) digital marketing  
**Need:** 2) a marketing budget  
**Percentage:** 3) 12%

# Critical Thinking

**Instructions:** In the Listening conversation on page 3, how do you think Catherine can help Tony's company increase its clothing sales? How would you promote the company's products?

	Promotion Idea	Target Market
1	Digital Fashion Show on YouTube	Ages 16-29
2		
3		

**Pair Work:** Read your promotion ideas to a partner. Have them guess the target market. Which ideas do you think are the top two and why? Have a discussion with another group and compare.



# Reading

**Instructions:** Write the missing words from the box below to complete the story.

celebrities      online      appeal      generation      testing

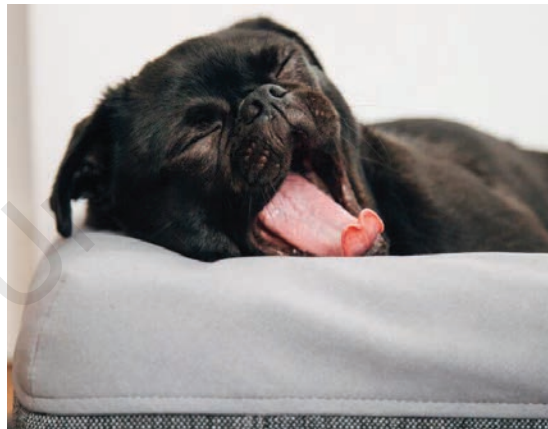
Casper is a relatively new pillow and mattress company. Their success has been largely due to their amazing content marketing campaign. The blog on their website has a lot of useful posts about improving sleeping patterns. The writing style is very informal and uses humor. It is obvious they are aiming at the younger \_\_\_\_\_ who are very health-conscious, and sleep is a big part of a healthy lifestyle.

But the blog is only a small part of the reason that their content marketing is so effective. The real key to Casper's success was when they got big \_\_\_\_\_ to post pictures on Instagram with their brand new mattresses.

They also have a large following on YouTube. Instead of posting videos about mattresses, as you might expect, they have tapped into another pop culture trend that young people engage with; unboxing videos. These videos show people opening a new product and \_\_\_\_\_ the features for the first time. Social media influencers often post unboxing videos of clothes or makeup that brands have sent them.

Another important step toward building a strong brand are customer reviews. These are important because consumers listen to the opinion of other consumers. Shoppers today check reviews before purchasing a product \_\_\_\_\_. Reviews are still a big part of Casper's strategy, but these unboxing videos are a more innovative way to build and strengthen their brand.

Casper's content marketing strategy is such a great example to follow because they have managed to take a product that the younger generation would not normally have any interest in, and make it \_\_\_\_\_ to them.



<https://blog.lemonadestand.org/5-content-marketing-success-stories-and-what-you-can-learn-from-them/>

**Instructions:** Write answers to the questions below and then compare with a partner.

1. Casper was successful using a \_\_\_\_\_ marketing strategy.
2. To build brand loyalty, it is important to have good customer \_\_\_\_\_.
3. Which of the four Ps is most important for Casper? \_\_\_\_\_

# Writing

**Instructions:** You have been hired to market a new drink in your country. Your job is to make the product appealing to people in their 20s and 30s. You must create a marketing strategy using some or all of the four Ps, and also consider new product packaging. For this activity, you may work with a partner.

1. What is the name of the product? \_\_\_\_\_
2. How will you make the product appealing to younger consumers? \_\_\_\_\_  
\_\_\_\_\_
3. Why do you feel your marketing strategy will be successful? \_\_\_\_\_  
\_\_\_\_\_

Draw a picture of your product packaging:



**Instructions:** Interview another group about their product. Write answers about their product for 1–3. When you finish, speak with your partner about question 4.

Product	Answers
1. Product name:	
2. Strategy:	
3. Which of the four Ps will they use?	
4. Will their marketing strategy succeed? Why or why not? Write your reasons.	

# Information Gap

Student A

**Instructions:** Student A: Stay on this page. Student B: Go to page 61.

Read your marketing plan to Student B. Write their answers on the underlined spaces below.

## Marketing Plan for Global Precious Jewelers

1. We plan to sell our products through a website. This is our \_\_\_\_\_.
2. Since we do not have a large budget, we will advertise on Instagram to start. This will be our \_\_\_\_\_ strategy.
3. In order to advertise on Instagram, we are considering using an \_\_\_\_\_. We hope this person will bring us many followers.



Next, listen to Student B and give them answers for their marketing plan using one of the words from below.

**Name of their product:** \_\_\_\_\_

product    price    place    promotion    SEO    influencer

**Instructions:** Read the information and question below to your partner. Have them guess the answer.

When a company earns money, what is it called? Hint: It starts with the letter “r.” It ends with the letter “e.”

What do you think is the average marketing budget for start-up companies based on their total revenue? Is the amount 7%, 11%, or 15% of the company’s total revenue?

Take a guess at the answer.

Answers: 1) revenue. 2) 11%.



## SKILL UP!

# How to do market research?

When a start-up company wants to understand how consumers feel about their product or service, they conduct market research.



**There are four methods for conducting market research.**

### 1) Online Surveys

These are inexpensive, easy to conduct, and data collection can be done quickly. Market researchers can use Google Forms or sites like Survey Monkey to collect and analyze the results.

### 2) Interviews

These are one-on-one conversations with members of your target market. Having a face-to-face interview helps us understand consumers and observe non-verbal cues. However, if an in-person meeting is impossible, video conferencing is a very good second choice.

### 3) Focus Groups

Focus groups involve a selected group of people who fit a company's target market. A trained leader holds a conversation surrounding the product, user experience, and/or marketing message to gain a deeper understanding of the target consumers.

### 4) Observation

During a customer observation session, a researcher watches a consumer engage with their product or a similar product from a competitor. This approach is less expensive than focus groups. Also, researchers can see people interact with your product in a natural setting without influencing each other.

**Instructions:** Which method would you want to use for your company? Why?

Method: \_\_\_\_\_

Reason: \_\_\_\_\_

Compare your answer with a partner.

# Information Gap

## Unit 7 - Student B

Listen to Student A and give them answers for their marketing plan using one of the words from below.

Name of their product: \_\_\_\_\_

product   price   place   promotion   SEO   influencer

Next, read your marketing plan to Student A. Write their answers on the underlined spaces below.

### Marketing Plan for Dr. Delicious Dipping Sauces

1. Our first plan is to check the most common words that people use on Google for sauces. So, we are really interested in \_\_\_\_\_ results.
2. Next, we need to know the cost of our products compared to the competition. Therefore, \_\_\_\_\_ is very important to us.
3. We want to let consumers know about our delicious sauces. It is very important that consumers learn about our different \_\_\_\_\_ s.



**Instructions:** Read the information and question below to your partner. Have them guess the answer.

What do you think are the top two reasons start-up companies fail? Choose from these three.

1. The company did not have enough money.
2. The company had too many employees.
3. There was not enough demand for their product or service.

Take a guess at the answer.

The answers are: 1) Not enough money and 3) Not enough demand.

# Grammar Focus 7

## Should or Ought To - Three ways to use these modal verbs

1. Expectation - use **should** or **ought to**, to say that you expect something to happen or occur

*Example:* He should be home by 8:00 PM. / He ought to be home by 8:00 PM.

2. Giving Advice - use **should** or **ought to**, to give another person some advice

*Example:* I think you should find a new job. / I think you ought to find a new job.

3. Moral Rightness - use **should** or **ought to**, to say something that is morally correct

*Example:* Computer hackers should be punished. / Computer hackers ought to be punished.

**Instructions:** Which of the three ways—Expectation, Giving Advice or Moral Rightness—do the sentences below use? Write your answer at the end of each sentence.

1. My teacher told me that I should review my class notes almost every day.  
\_\_\_\_\_
2. Medicine for cancer patients ought to be free. \_\_\_\_\_
3. We should see better sales results in the next fiscal year. \_\_\_\_\_

**Instructions:** Complete the sentences below using your own ideas. Use one sentence that shows Expectation, one sentence for Giving Advice, and one sentence for Moral Rightness.

1. I think \_\_\_\_\_ should \_\_\_\_\_.
2. I think \_\_\_\_\_ ought to \_\_\_\_\_.
3. I think \_\_\_\_\_ should \_\_\_\_\_.

## Communication

**Instructions:** Read sentence 1. from above to a partner. When you finish, ask them for their opinion by saying: “*What do you think?*” Read a sentence, change roles, and then alternate saying one sentence to your partner. Your goal is to have a short conversation for each topic.



# Shadowing Activity Videos



Unit 7



Unit 8



Unit 9



Unit 10



Unit 11



Unit 12

# Textbook Listening/Speaking Activities

<https://akebono-press.squarespace.com/think-big-audio>



## Quizlet



English to Japanese



English to English

# Think Big for Business YouTube channel

