

English

for Marketing
and Advertising

Sylee Gore

Cursuri scurte
de limbă engleză
pentru afaceri

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1 Introduction to marketing and advertising

Look at the following marketing and advertising activities. Can you add any?

Doing market research

Liaising with the sales department

Providing support for customer service

Drawing up a marketing plan

Showing visitors around the company

Writing press releases

Commissioning advertising

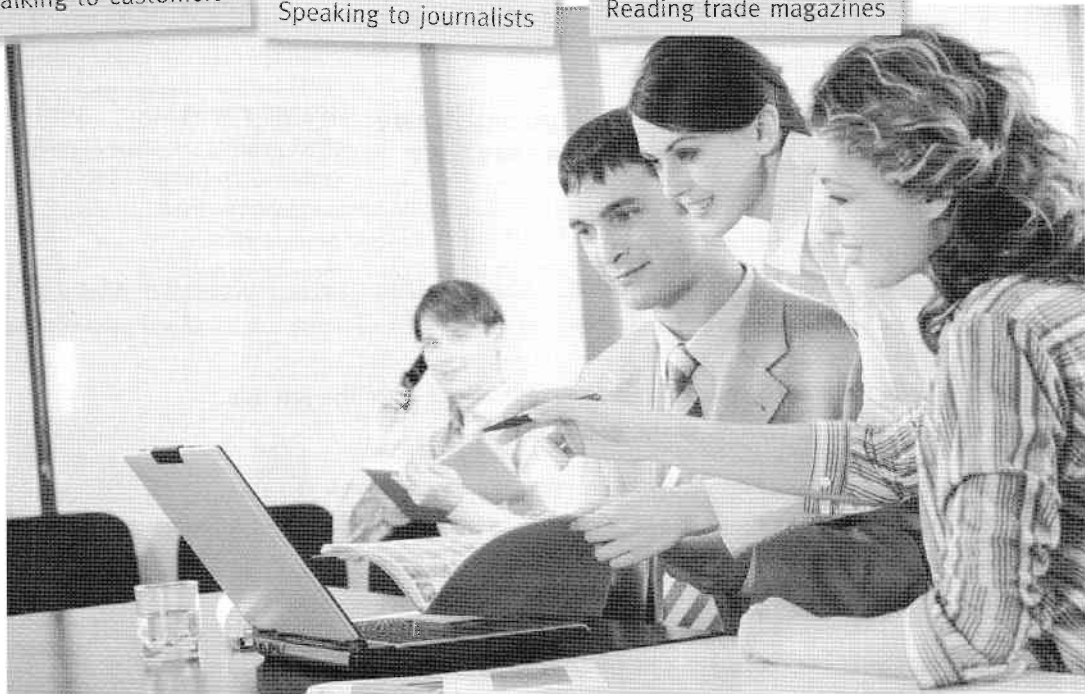
Creating advertisements

Presenting at a trade fair

Talking to customers

Speaking to journalists

Reading trade magazines



Now answer the questions.

- 1 Are all of these activities done in your company? If not, which ones are outsourced?
- 2 Which of the activities are you responsible for? Which are most important in your job?
- 3 Who do you speak to in English? What about? What English texts do you read? What do you write in English?

VOCABULARY ASSISTANT

to commission *a delega, a acorda cuiva o îndatorire*
 to draw up *a redacta, a întocmi*
 to liaise *a colabora*

1 Look at the following extracts from job advertisements. Match the title to the job description.

brand manager • director of marketing • head of PR • marketing assistant

1 His or her primary responsibility is to provide direct support to the media buyers. S/he will also track media mentions, support customer service, manage our relationship management tools, and provide other assistance within the marketing department when needed.

2 The successful candidate must be an excellent manager and have a proven track record in leading a large department. The mission is to develop and execute a comprehensive marketing plan that reinforces our leadership position. Direct responsibilities include media relations, PR, marketing communications, planning and more.

3 The job involves managing all aspects of public relations, publicity, etc. The right person will have solid writing skills and strong relationships with the appropriate media outlets. The position reports directly to the CEO. The salary is based on experience.

4 You will be responsible for developing and executing brand strategies and marketing initiatives for an assigned product line to meet revenue, profitability and budget targets. Requires strong knowledge of marketing principles and practices, and the ability to lead cross-functional teams to accomplish a successful go-to-market strategy. This position reports directly to the Director of Marketing.

VOCABULARY ASSISTANT

assigned *atribuit, alocat* cross-functional teams *echipe de lucru cu activități din diverse domenii*
 go-to-market strategy *strategie de piață*
 media buyer *cumpărător media*
 media outlet *partener pe piata media*
 proven track record *experiență relevantă*

2 Match words from each column to make collocations from the job ads. Then match the collocations to the definitions (a-g).

- | | | |
|------------|---|----------------|
| 1 media | → | knowledge |
| 2 customer | → | line |
| 3 brand | → | mentions |
| 4 product | | relations |
| 5 strong | | responsibility |
| 6 primary | | service |
| 7 public | | strategies |



- a a related series of items sold by a company (eg education software titles offered by a publisher)
- b the department that deals directly with consumers
- c communication with the general public

- 7 d items where the company's name is seen in newspapers, magazines and websites
- e main task or function
- f good understanding
- g ways of promoting a brand

3 Here are some more jobs and companies involved in marketing and advertising. Match them to the descriptions.

ad agency • art director • copywriter • graphic designer •
market research firm • PR officer

- 1 One of this person's responsibilities is to create logos.
- 2 This company is responsible for creating advertisements.
- 3 This company might conduct a survey to find out more about your customer.
- 4 This person supervises the design staff.
- 5 This person interacts with the media to communicate important company information to the public.
- 6 This person writes the text for advertisements.

4 Think about your job responsibilities and write an ad for your own job (or the job you would like to have). Here are some phrases to get you started.

USEFUL PHRASES

Talking about job descriptions

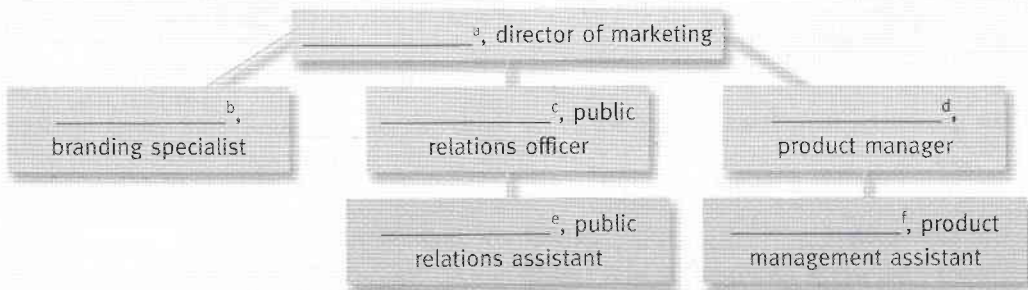
The job involves ...

You/The successful candidate will be responsible for ...

The right person will be in charge of ...

Direct responsibilities include ...

5 Anna works in a medium-sized sporting goods company in Austria and is telling a new business partner who's who in the department. Listen to the dialogue and complete the organigram.



Listen again and complete the sentences from the dialogue.

- 1 We have separate _____ for sales and marketing.
- 2 I'm the public relations _____ here.
- 3 I _____ directly to Sabrina, who's the _____ of marketing.
- 4 If you need to talk to somebody about individual _____, then you should contact Vittore or his _____, Thomas.
- 5 Sylvia is _____ for the image of our various brands.

6 Now draw an organigram for your own company or department. Use the following words and phrases to describe yourself and the people you work with.

to report to

to supervise

to answer to

to be in charge of

to be responsible for

I report to the director of sales and marketing.



3-5

7 Representatives of three companies – a bank, a budget airline and a car company – are giving presentations on their companies. Listen and make a note of each company's brand values.

Company 1: quality _____

Company 2: _____

Company 3: _____

Which company is the bank, which is the budget airline and which is the car company?

8 Listen again and complete these sentences from the presentations.

associate * communicate * emphasize * external * obvious * project * promote * remind * reputation * widely

- 1 We have three main brand values which we try to _____ in all our internal and _____ communication.
- 2 Our customers _____ us with the highest quality products.
- 3 Our products are _____ seen as the safest on the market.
- 4 That's something we can _____ through our brand.
- 5 We have always had a _____ for coming up with new products and we try to _____ that through our brand.
- 6 For us, the customer always comes first and we want to constantly _____ both ourselves and our customers of that fact.
- 7 That's something we continually _____ in our marketing.
- 8 Hopefully that is _____ from our logo and corporate design.

DID YOU KNOW?

Although there are Romanian translations for most marketing terms, many of the English terms have been adopted throughout the business world and will be understood across cultures.

brand	<i>nume de firmă; marca</i>
branding	<i>crearea și dezvoltarea unui nume de firmă</i>
corporate design (CD)	<i>simbolul vizual al unei societăți/firme</i>
corporate identity (CI)	<i>identitatea firmei (auto-evaluarea unei firme)</i>
corporate image	<i>imaginea firmei (profilul societății, felul în care este percepută din exterior)</i>

9 Look at the adjectives below and write down a company or product you associate with each one. Then compare your results with your partner. Did you write down any of the same companies/products?

reliable: _____ trustworthy: _____
 easy to use: _____ innovative: _____
 luxurious: _____ unusual: _____
 good value for money: _____ user friendly: _____

Which characteristics do you want people to associate with your products or services? Why? What are your company's brand values (or what should they be)? Does your company have a slogan? What is it?

10 Work with a partner. First use the profiles in the partner files to discuss the brand values of 'your' company, the national rail service. Then present your ideas to the rest of the class.

USEFUL PHRASES

Presenting your ideas

We think/feel that ...
 In our opinion, the best options are ...
 The most effective values for our company would be ...

PARTNER FILES

Partner A File 1, p. 62
 Partner B File 8, p. 63

11 How many expressions with 'brand' do you know? Match the terms below with their definitions.

brand awareness • brand equity • brand identity • brand image •
 brand loyalty • brand name • off-brand

- 1 What a brand is called
- 2 How much people are aware of a brand
- 3 What a company wants people to think about a brand
- 4 What people actually think about a brand
- 5 When a product doesn't fit the company's brand
- 6 The value (either monetary or not) that a brand adds to a product or service
- 7 When people like a brand and buy it again and again



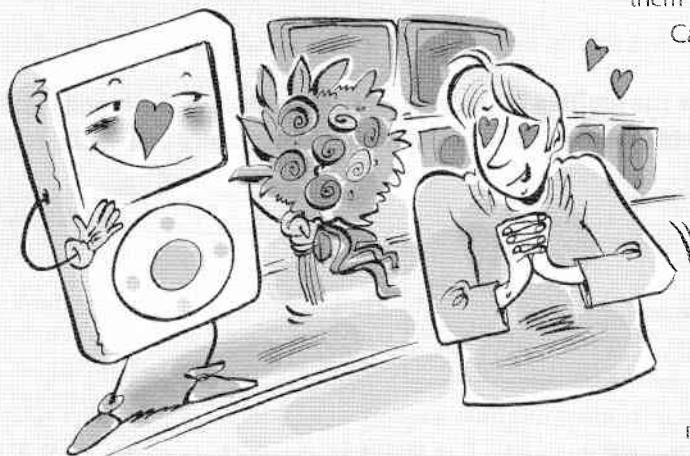
Impact

Brand love *by Peter Vane*

Branding, branding, branding: If you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just so much hype?

In a word: no. I think that branding is the most important point your company can consider – and everyone should consider it. And those of you who sell to companies – office chairs, obscure chemicals, you know who you are – you should be paying attention too.

It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know how to make their product connect to their customer. The best brand has a rational as well as an emotional appeal, and speaks to your



customer's head as well as his or her heart. You want your brand to be something the customer knows is the best – and feels is the best too.

Today, everyone's talking about iPods, and not just as state-of-the-art musical devices. When people talk about their iPods, you might think they're talking about a best friend: "I'd never go anywhere without it!" "If I had to choose between my iPod and my girlfriend, well ..." Despite the number of me-too products designed to compete with the iPods, the original still has the largest market share. Why? Brand loyalty.

And remember, once you've inspired brand loyalty in your customers, you can't betray them and change the story of your brand.

Cadbury, for example, has a reputation for their chocolates. But when they introduced Cadbury's *soup*, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. iPods might already be yesterday's news.

But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.

Over to you

- How important is branding to your company? How important is it in your culture?
- Make a list of brands you like and brands you don't like. Explain your feelings. (Did you have a bad experience with the brand? Was it advertised with an amusing or a horrible commercial?)

2 Finding the customer

Tricia works for a small sporting goods store in Manchester. Look at what she says about her typical customer.



Our typical customer is health-conscious and enjoys keeping fit, but doesn't play sport professionally. He or she is more interested in sport as a hobby. Our customer is more concerned with good value for money than with having cutting-edge fashions and designs.

Who is your typical customer? Write a profile of this person. How is this information reflected in your marketing strategy? What are some of the ways you learn more about your customers and their needs?

1 Use the words in the box to complete the following list of ways to learn about your customers.

clients • competitors • find out • listening • loyal customers • new trends • sales records • search terms

- 1 Email loyal customers directly with one or two questions.
- 2 Examine the _____ that people type into your website's search function. Which items are people looking for?
- 3 Schedule a social event, such as a wine tasting, for existing or potential _____, and use this as an opportunity to _____ more about what they want.
- 4 Compare your marketing approach with that of your _____. What areas are they targeting that you aren't?
- 5 Read trade journals to learn about _____. This will help you stay ahead of the competition.
- 6 Study your _____ to see what facts you already have about the people who buy from you.
- 7 Spend time in a shop or at a trade fair _____ to people. What do they talk about? What questions do they ask?

Now work together with a partner to decide which methods are best for researching:

- a a new product or service and
- b an existing product or service.



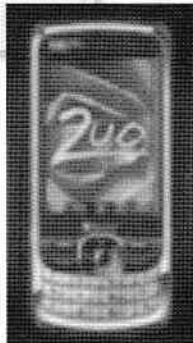
Launch

2 The marketing team of the Romanian-based company Euphony wants to research the market for mobile phones made specifically for children. Listen to the following discussion between three members of the team and make a note of the six data collection methods they mention.



Data collection methods

- 1 postal survey
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____



What advantages and disadvantages do the different methods have? Which is the cheapest? Which is the most expensive? Listen again if necessary.

DID YOU KNOW?

Market research terms vary between Britain and the US. For example, an 'individual interview' in Britain is often called a 'one on one' or an 'in-person survey' in the US, a 'street interview' is called a 'sidewalk survey' and a 'postal survey' is called a 'mail survey'.

3 Listen to the dialogue again (or look at the transcript on page 69) and find words to fit the following definitions.

- 1 useful answer: _____
- 2 a survey group which is not typical of a target group: _____
- 3 model of a product in development: _____
- 4 percentage of people who complete a survey: _____
- 5 the group of people a company wants to sell to: _____
- 6 information known about a customer: _____