

Lesson 24: Marketing and Advertising

Marketing

Marketing is a way to **spread the word** (tell many people) about a company's products or services, and convince people to buy them. One way to do this is to show the product's **features** (the different aspects of the product itself) and **benefits** (how the product will improve someone's life).

It's important to make the product **stand out** – this means it catches people's attention and appears different or better than other similar products.

There are a lot of different marketing strategies:

- **direct mail** – sending advertisements to peoples' addresses
- **telemarketing / making cold calls** – calling people to tell them about the product. A “cold call” means the person has not previously had contact with the company.
- **door-to-door sales** – visiting people's homes to tell them about the product
- **online advertising** such as **banner ads** – images displayed on websites encouraging people to click on them to learn more about the product or buy it
- **social media marketing** – publishing content on social networks like Facebook, Twitter, and Instagram. Marketers hope to have their content **go viral** (get viewed/shared by thousands of people)

A product can get extra publicity if it is **endorsed by a celebrity** (used and recommended by someone famous) or if it **sponsors** a sports team or event (pays to have its name and logo displayed prominently).

Sometimes marketing happens “organically” by **word of mouth** – customers naturally tell their friends about the product. If newspapers are writing

stories about the company/product and TV programs want to show it, then the product is getting a lot of **publicity**.

Companies often try to measure **ROI – return on investment** – that's how many sales come in as a result of the money spent on marketing.

Sometimes marketing tries to encourage **prospects** (potential customers) to buy the product immediately. Other marketing strategies aim to **gather leads** – collect contact information for people who might be interested in the product, but will need a little more persuasion to buy.

Finally, marketing can also be used to increase **brand awareness / brand recognition** – that is simply the number of people who know about the company.



Advertising

Every day, we see hundreds of **advertisements** (called **ads** for short).

We see **commercials** on TV and hear them on the radio.

We see **billboards** next to the road.

We see **posters** on walls.

We might receive **brochures** and **pamphlets** on the street.

When you open a magazine or newspaper, you see printed ads. When creating a printed ad, designers have to make an **eye-catching layout** - that means a design that attracts your attention - and write interesting **copy** ("copy" refers to the text of an ad). Both printed ads and websites might also include **testimonials** - short quotes or stories from the company's satisfied customers.

When a company publishes a series of ads over time, this is called a **campaign**. Advertisements can have a few different purposes. For example, a company might **run ads** for a specific **promotion** or **sale**, like 25% off all products for the Christmas season. There might also be a special campaign when the company **launches a new product** (makes it publicly available).

One way that companies help people remember them is by using a **slogan** - this is a short phrase that describes the company or its purpose. For example, the slogan of Nike, which is a brand of athletic clothing and equipment, is "Just do it."

Another advertising strategy is using a **jingle** - this is a short piece of music used in TV and radio commercials. It's especially good if the jingle **gets stuck in your head** - this expression means when a piece of music keeps playing in your imagination and you can't forget about it.

Before launching an ad, companies often do **market research** to discover information about their customers and potential customers. Market research can be done through **surveys** (questionnaires given to a large number of people) focusing on the company's **target audience** - that's the specific group of people who the company hopes will become customers. For example, the target audience of a company that produces baby products is parents with children under 2 years old.