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“Communication is the most important form of marketing.”

Akio Morita (1921–1999), Japanese co-founder of Sony

Starting up

- A** ‘The four Ps’ form the basis of the *marketing mix*. If you want to market a product successfully, you need to get this mix right. Match the ‘Ps’ 1 to 4 to the definitions a) to d).

- | | |
|-------------|---|
| 1 Product | a) the cost to the buyer of goods or services |
| 2 Price | b) informing customers about products and persuading them to buy them |
| 3 Promotion | c) where goods or services are available |
| 4 Place | d) goods or services that are sold |

- B** 7.1 Listen to four consumers talking about different products. Decide which of the four Ps each speaker is discussing: product, price, promotion or place.
- C** Think of some products you have bought recently. Why did you buy them? Which of the four Ps influenced your decision to buy?
- D** Tell your partner about a marketing campaign that impressed you.

Vocabulary

Word partnerships

- A** For each group of words 1 to 5:
 a) fill in the missing vowels.
 b) match the words to the definitions a) to c).

1 market	r _ e _ s _ e _ a _ r _ c _ h s _ g _ m _ e _ n _ t s _ h _ e _	a) the percentage of sales a company has b) information about what customers want and need c) a group of customers of similar age, income level and social group
2 consumer	b _ e _ h _ a _ v _ i _ o _ r p _ r _ o _ f _ i _ t g _ o _ o _ d _ s	a) description of a typical customer b) where and how people buy things c) things people buy for their own use
3 product	l _ a _ n _ c _ h l _ i _ f _ e _ c _ y _ c _ l _ e r _ a _ n _ g _ e	a) introduction of a product to the market b) length of time people continue to buy a product c) set of products made by a company
4 sales	f _ o _ r _ e _ c _ a _ s _ t f _ o _ r _ g _ o _ i _ n _ g t _ a _ r _ g _ e _ t	a) how much a company wants to sell in a period b) how much a company thinks it will sell in a period c) how much a company has sold in a period
5 advertising	c _ a _ m _ p _ a _ i _ n _ g b _ u _ d _ g _ e _ t e _ f _ f _ e _ c _ t _ i _ v _ e _ n _ e _ s _ s	a) a business which advises companies on advertising and makes ads b) an amount of money available for advertising during a particular period c) a programme of advertising activities over a period, with particular aims

- B** Choose a well-known product for each of these product categories.

- cars *Mercedes*
- newspapers and magazines
- watches/jewellery
- clothing

Give typical consumer profiles for each product. Include the following:

- age
- sex
- job
- income level
- other products the consumer might buy

- C** Consider the products that you described in Exercise B. How could you try to increase their sales?

Language review

Questions

- In questions which we can answer with either *yes* or *no* we put an auxiliary verb before the subject.
'Do you like the marketing plan?' 'Yes, it's very comprehensive.'
'Is the price going up next year?' 'No, it's high enough.'
'Have they agreed to the credit terms?' 'Well, they're thinking about them.'
- To ask for more information we use question words like *what*, *why*, *where*, *when* and *how*. We put the question word before the auxiliary verb.
When are they planning to launch?
How should we promote it?

➔ page 124

A Correct the grammatical mistakes in these sentences.

- What means *market niche*? *What does market niche mean?*
- How much it cost?
- Why you don't sell it?
- When it must be finished?
- Did you went to the fair last week?
- Is coming your boss tomorrow?

B The letter below is part of an authentic consumer survey on wines.

- Write the words in the questions in the correct order.
For example, 1 *Which group do you belong to?*
- Answer the questions.

Dear Mr Paz-Andrade

We are conducting a consumer survey on international wines. We place great value on your personal opinion and, therefore, request your support.

QUESTION	ANSWER
1 group you do belong to which?	self-employed ☐ employed ☐ retired ☐
2 you old how are?	under 30 years ☐ 30–50 years ☐ over 50 years ☐
3 which do you prefer wines?	white wine ☐ red wine ☐ rosé wine ☐
4 how do you drink often wine?	seldom ☐ occasionally ☐ once a week ☐ often ☐
5 do you spend usually how much of wine on a bottle?	up to £5 ☐ £5–£7.50 ☐ more than £7.50 ☐
6 do have you a cellar at personal wine home?	no ☐ yes: ☐ small ☐ large ☐
7 many bottles of wine how you have selected during the last year?	fewer than 36 bottles ☐ more than 36 bottles ☐
8 you know do wine growing areas which?	Chianti ☐ Nahe ☐ South Australia ☐ RheinhessenBurgundy ☐ Bordeaux ☐ Rioja ☐
9 when selecting wine, you do the various growing areas take into account?	yes ☐ no ☐ occasionally ☐
10 taste which you prefer do?	white wine ☐ red wine ☐ dry ☐ medium dry ☐ sweet ☐

- C** Work in pairs. Ask each other the questions. (If you don't drink wine, ask questions about another drink.)
- D** Work in groups. Think of a product and prepare a consumer survey for it. Then form new groups. Use your consumer surveys to find out about each other's buying habits.

Skills

Telephoning: exchanging information



- A** 7.5 Listen to four people giving their telephone numbers. Tick the correct numbers.
1 244252 2 881990 3 020 8045 1930 4 0033 2399 0324
- B** Write down some telephone numbers you know. Dictate them to a partner. Check that your partner has written the numbers correctly.
- C** 7.6 Work in pairs. Say the alphabet in English. Check each other's pronunciation. Then listen to the recording of the alphabet.
- D** Choose an address and dictate it to your partner. Spell each word when you dictate. Check that your partner has written the information correctly.
- E** 7.7 Listen to the first part of a conversation between a Sales Director, Martin, and his Sales Manager, Fiona. Answer these questions.
- 1 Did they meet their sales targets?
 - 2 How has their market share changed?
 - 3 What were their total sales?
 - 4 How much did they spend on shampoo advertising?
- F** 7.8 Now listen to the second part and complete the chart.

1 Customer's name	
2 Nationality	
3 Telephone number	
4 Meeting day and date	

- G** 7.7, 7.8 Listen to the conversation again. Tick the phrases in the Useful language box Martin uses to check information, to ask for information and to end the conversation.

Useful language

Checking information

Sorry, did you say ...?
Sorry, I didn't catch that.
Could you repeat that, please?
Let me read that back to you.

Asking for information

Could you give me a few details?
What about the new range?
Did she say when she'd like to meet?

Finishing a conversation

OK, that's it.
Thanks very much. That was very helpful.
I must go now.
I think that's everything.

- H** Role play this situation. One of you is the Marketing Director of a sunglasses manufacturer. The other is the European Sales Manager. Role play a telephone call to talk about a focus group for the company's new range of sunglasses.
Marketing Director: Turn to page 137. Sales Manager: Turn to page 142.

market ⁴ is necessary. This gives them a 'consumer ⁵', that is to say a kind of picture of the typical customer. It is a picture not only of the customer's needs and wants, but also of their beliefs and values. If the brand then clearly reflects those values, it is more likely to be successful.

The customer has so much ⁶ nowadays that a good brand is a necessity, so that one product is clearly different from another in his or her mind.

A good brand of course has long-term benefits, as it will ⁷ to many different market ⁸ and to people from different cultures.

- | | | |
|------------------|----------------|-----------------|
| 1 a) informative | b) competitive | c) conservative |
| 2 a) sales | b) sell | c) sold |
| 3 a) wishes | b) needs | c) orders |
| 4 a) study | b) research | c) science |
| 5 a) summary | b) report | c) profile |
| 6 a) choice | b) option | c) suggestion |
| 7 a) attract | b) persuade | c) appeal |
| 8 a) shares | b) portions | c) segments |

Language review

Asking questions

A Use the words in the box to complete the questions.

~~when~~ how long how many how much what which who why

- 1^{When} did you launch this advertising campaign?
- 2 didn't you contact an advertising agency?
- 3 money did you spend on the campaign?
- 4 new products did you launch? Was it two or three?
- 5 did you target your new product at?
- 6 market segments has your product been most successful in?
- 7 do you expect people to continue to buy this product?
- 8 is your sales forecast?

B Match the Marketing Manager's responses (a – h) to the interviewer's questions in exercise A.

- a) Almost 20,000 euros.
- b) As I said, it's been doing extremely well, and we expect a considerable increase in winter.
- c) In late spring.
- d) So far it's been doing very well with middle-class males in their thirties to mid-fifties.
- e) We had health-conscious people in mind, as well as the elderly.
- f) We think it will have a life cycle of about three years.
- g) Well, we like to rely on our own people.
- h) This time only one, in fact. But it is a very special product indeed.

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C Put the words in the questions in the correct order.

- 1 mean/does/What/'launch'/?
What does 'launch' mean?
- 2 like/Manager/our/talk/you/to/to/Would/Marketing/?
- 3 a/advertising/Do/lot/on/spend/they/?
- 4 advertise/did/range/their/they/Where/new/?
- 5 targets/meet/Did/your/you/sales/?
- 6 expecting/figures/sales/Were/better/you/?
- 7 for/Have/my/quarter/read/report/sales/the/you/?
- 8 a/How/do/often/report/write/you/?

D Match the answers to the questions in exercise C.

- a) Not yet, I'm afraid. I'll go through it first thing this afternoon.
- b) Well, they do have a large budget, yes.
- c) Every quarter. In the past we had to write one every month, though.
- d) To make a new product available to the public.
- e) Yes, that would be very useful. Thank you.
- f) In all national papers, and also on TV.
- g) No, we are very satisfied. In fact, we've sold a lot more than we thought.
- h) We certainly did.

7

Writing**Linkers****A Complete the sentences with the correct linker from the box.**

because but so

- 1 Sales were 75% below forecast they stopped production.
- 2 The product did not sell well it was not promoted in the right way.
- 3 The product was fine the price was not correct.
- 4 The price was correct the product sold well.
- 5 He has not sent his sales report yet he has been very busy lately.
- 6 She is away all week she cannot attend the meeting.
- 7 Sales were excellent they discontinued the range.
- 8 They had a lot of orders they advertised in the national press.
- 9 Supermarkets offer the same quality for half the price people do not buy our range.
- 10 The price went down sales did not increase.

Taking a message

- B While your boss, Mr Stein, was out, Ms Jasna Krizanec from Adria Food Zagreb (Tel: +385 1 456 9987) telephoned to invite him to a presentation of her company's new range of fruit juices. She told you where and when the presentations will be. She will call again to fix a time. Complete the message form, and ask your boss when he could go.**

TELEPHONE MESSAGE

For: _____

While you were out:

Mr/Mrs/Miss/Ms _____ Company: _____

Tel: _____ telephoned.

Message: _____

Reports C Put the following sentences from a report in the right order (1 – 7). The words in bold will help you.

- a) About one fifth of the consumers who have tried **our new products** said they were dissatisfied with the taste of the *Spring Balm* toothpaste. Also, 47 people complained of skin irritation after using our deodorant. ☐
- b) **I shall begin with** my findings about the products themselves. ☐
- c) **It** is based on interviews with more than 500 consumers. ☐
- d) **On the other hand**, many of those who *have* heard about the *Spring Balm* collection complain that they cannot find our products anywhere. ☐ 7
- e) **Secondly**, as regards the price, almost 90% remarked that our products are overpriced in comparison with well-established brands. ☐
- f) **The aim of this report** is to determine the reasons for the failure of the launch of our new range of *Spring Balm* toiletries. ☐ 1
- g) **Thirdly**, with regard to promotion and place, it is clear that the name *Spring Balm* still means nothing to most consumers. ☐

D Now complete the Recommendations section of the report with words from the box.

~~basis~~ available delay regard retail sure withdrawn

On the basis.....¹ of the above findings, I would like to make the following recommendations.

I recommend that the deodorant spray should be temporarily ² and submitted to laboratory tests without ³. Our laboratory should also develop a new flavour for the toothpaste.

With ⁴ to price, we should look carefully at our competitors' policy and make ⁵ that our price is correct.

Finally, I suggest that we should advertise more on TV and possibly on the Internet, and make sure that the *Spring Balm* collection is ⁶ not only from a wider range of supermarkets, but also from more specialised ⁷ outlets.

Editing E Read this text about word-of-mouth advertising.

- In most of the lines 1 – 13 there is **one extra word** which does not fit. Some lines, however, are correct.
- If a line is **correct**, put a tick (✓) on the appropriate line.
- If there is **an extra word** in the line, write that word in the space provided.

When your friends tell you about the wonderful vacuum cleaner they have just bought it, or about this absolutely delicious new brand of fruit juice, that is the word-of-mouth advertising. Marketers have only been recently discovered that word-of-mouth for often has an enormous influence on sales. Word-of-mouth information spreads more quickly than any other form of advertising, especially among them teenagers. When people plan to buy a product, they ask their friends and relatives about their experiences with that particular type product. Many people trust this kind of an information because it is given by someone independent of the company. In addition, a lot of people also buy our things on the advice of friends or relatives, even if they were not planning to buy that anything.

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