



Digital Marketing



Lesson PDF Book

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Marketing Theories

Reading Test

EXAMPLE

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Student

Time: *Approximately 1hour*

Two types of lesson

Lesson#1: [Easy] ***** [B2/C1]

1. Predict the content of the text by reading the title. Write down the key terms & ideas.
2. Read the text. Check the unknown words with a dictionary.
3. Answer the comprehension questions.
4. Check your answers with the provided key (pass mark is 70%).

Lesson #2: [Hard] ***** [C1]

1. Read the text without looking up any words.
2. Answer the comprehension questions.
3. Check your answers with the provided key (pass mark is 70%).

Teacher

Two types of lesson

Lesson#1: [easy] ***** [B2/C1]

1. Distribute **text 1 (without reference words underlined)** a week before the test. Students read, check vocabulary & meanings.
2. Test day. Distribute **text 2 (with reference words underlined)** & the **questions** (no dictionary or notes).
3. Set 1 hour to read the text & answer the questions.
4. Take in & correct or go through answers in class (pass mark is 70%).
5. Extra activity. Students write the *summary (add 30 minutes to the test).

Lesson #2: [hard] ***** [C1]

1. Test day. Distribute **text 2 (with reference words underlined)** & the **questions**.
2. Set 1 hour to read the text & answer the questions.
3. Take in & correct or go through answers in class (pass mark is 70%).
4. Extra activity. Students write the *summary (add 30 minutes to the test).

*Summary writing: www.academic-englishuk.com/summary

Marketing Theories (Text 1) EXAMPLE

By A. Watson (2022)

Although there is some debate as to when marketing first [redacted] sheer number of marketing models that continue to exist today. Some of the most common marketing models include [redacted] process, which [redacted] value for an organisation through delivering relevant products, services and communications to the customer, the Unique Selling Proposition (USP), when [redacted] [redacted] competition, and the Brand Positioning Map, which is when a brand visualises its customer perception against its competitors (Chaffey, 2022). Nevertheless, of all the marketing [redacted], the PESTLE framework, and Porter's 5 Forces are often the most discussed.

The marketing mix tool, first known as the 4 Ps, referring to [redacted] was [redacted] businesses were more focused on selling physical products, rather than services (Hanlon, 2022). Since the [redacted] of people, physical evidence and processes in order to reflect the emergence of service-oriented [redacted], as a result of increased consumer power and competition (Brooks, 2022). Most experts agree that [redacted]. On the one hand, Brooks (2022) claims that as the practical framework outlines every aspect of marketing, [redacted] Hanlon (2022) [redacted] tool helps to define and evaluate the key issues that could affect the marketing of its products and services, [redacted] and set objectives, [redacted] hand, Brooks (2022) also argues that both the 4 and 7 Ps lack any reference to market research. Instead, a [redacted] needs [redacted] and communication, would offer a more customer-centred alternative that focuses [redacted] and the customer. Thus, as the ideal number of marketing mix variables continues to be debated, it is [redacted] limitations.

Another often-used marketing tool is PESTLE, a simple yet strategic framework which stands for the [redacted], legal and environmental factors that can affect a business. Currently, legal and environmental issues are [redacted], since [redacted] informing themselves of legislation such as GDPR and data protection, and are also prepared to make determined, greener choices. Thus, as Story (2020) and Battista (2021) suggest, [redacted] and commit to making changes to packaging, waste, ethical sourcing, sustainable resources and supply chain [redacted], eco-unfriendly [redacted] bottom line, but also its perception. Thus, the benefits of undertaking a PESTLE analysis is that it allows an [redacted] and other markets, highlight opportunities which successful companies will exploit in order to create new [redacted] and minimise threats (Story, 2020). This is seconded by Battista (2021) who also argues that by [redacted] can make informed decisions as to what action should be taken within a specific timeframe and potentially [redacted] long-term trends, prompting further research and specific objectives to be built into future planning [redacted]. Notwithstanding, Battista (2021) highlights that to be sufficiently effective, not only does a PESTLE analysis [redacted] is [redacted] data that is not simply based on assumptions.

Finally, the third and final marketing tool to be discussed is Porter's 5 Forces. Wright (2021) describes Porter's 5 [redacted], particularly [redacted] enterprises who are looking to invest for growth, explore the balance of power between different [redacted] manage risk. The [redacted] substitutes and new entrants, the bargaining power of buyers and suppliers, and competitive rivalry. Both Wright (2021) and Goyal (2020) argue [redacted] that new companies and new products pose, as both of these possibilities are very likely to happen in such a globalised [redacted] profitability. Once [redacted] or new company has occupied a stable position in the market, it increases the pressure to cut prices, due [redacted] performance trade-off, and [redacted]. With regard to bargaining powers of suppliers and buyers, companies must assess how much control both of these [redacted] is small yet offer unique products, or the number of customers is moderate but their order volumes are [redacted]. Finally, existing rivalry forces a brand to examine not only the number of direct competitors in the same industry [redacted], as a highly-competitive market could reduce a brand's power and push them to lower prices. Most notably, Goyal (2020) [redacted], stating [redacted] be utilised to maintain, not simply attain, competitive advantage, most likely due to the fact that it was created [redacted] position and [redacted], and therefore does not reflect our [redacted] markets.

In sum, as society as a whole continues to evolve at an unprecedented speed, it is to be expected that [redacted] outdated, and [redacted] there are aspects of the marketing mix, PESTLE and Porter's Forces that are still relevant today, there lacks one model [redacted] As digital marketing is no longer the future but in reality our present, key features such [redacted] not be ignored [redacted] and ultimately, profitable.

Reference list

- Battista, M., (2021). *PESTLE analysis* [online]. Available at: <https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet#gref> [Viewed 18.07.2022].
- Brooks, A., (2022). *The Marketing Mix: Building a Strategy With the 7Ps* [online]. Available at: <https://www.ventureharbour.com/marketing-mix/> [Viewed 17.07.2022].
- Chaffey, D., (2022). *Marketing models that have stood the test of time* [online]. Available at: <https://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/marketing-models/> [Viewed 18.07.2022].
- Goyal, A., (2020). A Critical Analysis of Porter's 5 Forces Model of Competitive Advantage. *Journal of Emerging Technologies and Innovative Research* [pdf]. 7(7), 149 – 152. Available at: <https://www.jetir.org/papers/JETIR2007313.pdf> [Viewed 19.07.2022].
- Hanlon, A., (2022). *How to use the 7Ps Marketing Mix* [online]. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/> [Viewed 17.07.2022].
- Story, J., (2020). *Using the PESTLE analysis model* [online]. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/pestle-analysis-model/> [Viewed 19.07.2022].
- Wright, G., (2021). *How to apply the Porter's 5 Forces model to your SME marketing plan* [online]. Available at: <https://www.smartinsights.com/online-brand-strategy/brand-development/how-to-use-porters-5-forces-model/> [Viewed 18.07.2022].

Marketing Theories (Text 2) EXAMPLE

By A. Watson (2022)

1. Although there is some debate as to when marketing first [REDACTED] sheer number of marketing models that continue to exist today. Some of the most common marketing models include [REDACTED] process, which [REDACTED] value for an organisation through delivering relevant products, services and communications to the customer, the Unique Selling Proposition (USP), when [REDACTED] [REDACTED] competition, and the Brand Positioning Map, which is when a brand visualises its customer perception against **its** competitors (Chaffey, 2022). Nevertheless, of all the marketing [REDACTED], the PESTLE framework, and Porter's 5 Forces are often the most discussed.

2. The marketing mix tool, first known as the 4 Ps, referring to [REDACTED] was [REDACTED] businesses were more focused on selling physical products, rather than services (Hanlon, 2022). Since the [REDACTED] of people, physical evidence and processes in order to reflect the emergence of service-oriented [REDACTED], as a result of increased consumer power and competition (Brooks, 2022). Most experts agree that [REDACTED]. On the one hand, Brooks (2022) claims that as the practical framework outlines every aspect of marketing, [REDACTED] Hanlon (2022) [REDACTED] tool helps to define and evaluate the key issues that could affect the marketing of **its** products and services, [REDACTED] and set objectives, [REDACTED] hand, Brooks (2022) also argues that both the 4 and 7 Ps lack any reference to market research. Instead, a [REDACTED] needs [REDACTED] and communication, would offer a more customer-centred alternative that focuses [REDACTED] and the customer. Thus, as the ideal number of marketing mix variables continues to be debated, it is [REDACTED] limitations.

3. Another often-used marketing tool is PESTLE, a simple yet strategic framework which stands for the [REDACTED], legal and environmental factors that can affect a business. Currently, legal and environmental issues are [REDACTED], since [REDACTED] informing themselves of legislation such as GDPR and data protection, and are also prepared to make determined, greener choices. Thus, as Story (2020) and Battista (2021) suggest, [REDACTED] and commit to making changes to packaging, waste, ethical sourcing, sustainable resources and supply chain [REDACTED], eco-unfriendly [REDACTED] bottom line, but also its perception. Thus, the benefits of undertaking a PESTLE analysis is that it allows an [REDACTED] and other markets, highlight opportunities which successful companies will exploit in order to create new [REDACTED] and minimise threats (Story, 2020). This is seconded by Battista (2021) who also argues that by [REDACTED] can make informed decisions as to what action should be taken within a specific timeframe and potentially [REDACTED] long-term trends, prompting further research and specific objectives to be built into future planning [REDACTED]. Notwithstanding, Battista (2021) highlights that to be sufficiently effective, not only does a PESTLE analysis [REDACTED] is [REDACTED] data that is not simply based on assumptions.

4. Finally, the third and final marketing tool to be discussed is Porter's 5 Forces. Wright (2021) describes Porter's 5 [redacted], particularly [redacted] enterprises who are looking to invest for growth, explore the balance of power between different [redacted] manage risk. The [redacted] substitutes and new entrants, the bargaining power of buyers and suppliers, and competitive rivalry. Both Wright (2021) and Goyal (2020) argue [redacted] that new companies and new products pose, as both of these possibilities are very likely to happen in such a globalised [redacted] profitability. Once [redacted] or new company has occupied a stable position in the market, it increases the pressure to cut prices, due [redacted] performance trade-off, and [redacted]. With regard to bargaining powers of suppliers and buyers, companies must assess how much control both of **these** [redacted] is small yet offer unique products, or the number of customers is moderate but their order volumes are [redacted]. Finally, existing rivalry forces a brand to examine not only the number of direct competitors in the same industry [redacted], as a highly-competitive market could reduce a brand's power and push them to lower prices. Most notably, Goyal (2020) [redacted], stating [redacted] be utilised to maintain, not simply attain, competitive advantage, most likely due to the fact that it was created [redacted] position and [redacted], and therefore does not reflect our [redacted] markets.

5. In sum, as society as a whole continues to evolve at an unprecedented speed, it is to be expected that [redacted] outdated, and [redacted] there are aspects of the marketing mix, PESTLE and Porter's Forces that are still relevant today, there lacks one model [redacted] As digital marketing is no longer the future but in reality our present, key features such [redacted] not be ignored [redacted] and ultimately, profitable.

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- Brooks, A., (2022). *The Marketing Mix: Building a Strategy With the 7Ps* [online]. Available at: <https://www.ventureharbour.com/marketing-mix/> [Viewed 17.07.2022].
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- Goyal, A., (2020). A Critical Analysis of Porter's 5 Forces Model of Competitive Advantage. *Journal of Emerging Technologies and Innovative Research* [pdf]. 7(7), 149 – 152. Available at: <https://www.jetir.org/papers/JETIR2007313.pdf> [Viewed 19.07.2022].
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Comprehension Questions

1. Headings: Choose a subheading for each paragraph. One title is not needed.

1	<i>D (example)</i>	A	A framework to analyse a company's competitive environment
2	e	B	The internal _____ a company
3	c	C	The _____ a company
4	a	D	<i>The key marketing models</i>
5	f	E	Changes _____ to market forces
		F	_____ elements

___ / 4

2. True / False / Not Given: One question per paragraph.

		T / F / NG
Paragraph 1		
0.	Very few marketing models exist today. <i>(the sheer number of marketing models that continue to exist today)</i>	<i>F (example)</i>
Paragraph 1		
i.	USP _____ apart from others.	
Paragraph 2		
ii.	The marketing mix _____ time.	
Paragraph 3		
iii.	Data protection is _____ current climate.	
Paragraph 4		
iv.	Porter's 5 Forces _____ for SMEs.	
Paragraph 5		
v.	Digital marketing _____ future.	

___ / 5

3. Open Answer Questions: One question per paragraph.

Paragraph 1		
0.	How does a business benefit from the STP model?	
	<i>0. It generates value for a company through products, services & communications. (example)</i>	
Paragraph 1		
i.	What is _____ Map?	
	1.	
Paragraph 2		
ii.	How did the rise _____ the marketing mix?	
	1.	
Paragraph 3		
iii.	Why are environmental factors _____ of PESTLE?	
	1.	
Paragraph 4		
iv.	What _____ does Porter's 5 Forces focus on?	
	1. _____	2. _____
		3. _____
Paragraph 5		
v.	What _____ considered in today's marketing models?	
	1. _____	2. _____

___ / 8

4. Citations: Match the author with the point they make about marketing strategies. Use each author ONCE only.

	Point		Author
0.	The marketing mix helps small businesses to set objectives.	a.	Story (2020)
i.	A PESTLE [redacted], reliable data.	b.	[redacted]
ii.	Porter's 5 Forces is not applicable in today's markets.	c.	Battista (2021)
iii.	The marketing [redacted] for many businesses.	d.	Hanlon (2022)
iv.	New companies can be detrimental to an organisation's profits.	e.	[redacted]
v.	Eco-unfriendly [redacted] net earnings.	f.	Brooks (2022)

0.	<i>d(example)</i>	i.		ii.		iii.		iv.		v.	
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___ / 5

5. Reference Words: What do these words connect to? (underlined in the text).

Paragraph	Word	Connection
1	<i>its</i>	<i>The brand (example)</i>
2	it	
2	[redacted]	
3	this	
3	[redacted]	
4	these	
4	they	

___ / 6

6. Vocabulary: Search for the word in the paragraph that means:

Paragraph	Explanation	Word
1	<i>Unable to be disputed.</i>	<i>Undeniable (example)</i>
1	A belief held by people and based on how things seem.	
2	The [redacted] of a group.	
2	The fact of something starting to exist.	
3	A set of [redacted] parliament.	
3	Something you accept as true without proof.	
4	The availability [redacted] could [redacted] an industry.	
4	Discussions in order to reach an agreement.	
4	Not [redacted] change.	
5	Never having existed in the past.	
5	Mainly; [redacted] part.	

___ / 10

Overall Total: ___ / 38

Comprehension Questions **ANSWERS**

1. **Headings:** Choose a subheading for each paragraph. One title is not needed.

1	<i>D (example)</i>	A	A framework to analyse a company's competitive environment
2	<i>E</i>	B	The internal factors that influence a company
3	<i>C</i>	C	The external factors that influence a company

ALL ANSWERS INCLUDED IN PAID VERSION...



Marketing Strategies

Reading to Writing Summary

EXAMPLE

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Student

Two types of lesson

Lesson#1: [Easy] **** [B2/C1]

1. Predict the content of the text. Write down key terms & ideas.
2. Read the text & check words & meanings with a dictionary.
3. Identify the key points and supporting details and complete the **outline**.
4. Write a one-paragraph summary of 200-250 words.
5. Check key points with the **completed outline** & **model answer** (try to achieve 4 key points and 4 supporting points).
6. Answer the critical thinking questions & check possible answers.

Lesson #2: [Hard] **** [C1]

1. Read the text – no dictionary.
2. Identify the key points and supporting details and complete the **outline**.
3. Write a one-paragraph summary of 200-250 words.
4. Check key points with the **completed outline** & **model answer** (try to achieve 4 key points and 4 supporting points).
5. Answer the critical thinking questions & check possible answers.

Teacher

Two types of lesson

Lesson#1: [easy] **** [B2/C1]

1. Distribute the text a week /day before the test. Students read, check vocabulary & meanings.
2. Test day: distribute a **new copy of text** and the **summary question**.
3. Set 1 hour to read the text, take notes and write a one-paragraph summary of 200-250 words.
4. Feedback¹: take in and mark [[use our correction code*](#)].
5. Feedback²: distribute **completed outline** & **model answer**. Students compare with their own work.
6. Summary marking: **should contain at least 4 main ideas with support** – see **summary key points**.
7. Extra: critical thinking questions / group discussion (30 minutes).

Lesson #2: [hard] **** [C1]

1. Set 1 hour to read the **text** and write a one-paragraph summary of 200-250 words.
3. Feedback¹: take in and mark [[use our correction code*](#)].
4. Feedback²: distribute **completed outline** & **model answer**. Students compare with their own work.
5. Summary marking: **should contain at least 4 main ideas with support** – see **summary key points**.
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Correction code*: www.academic-englishuk.com/error-correction

Marketing Theories **EXAMPLE**

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In sum, as society as a whole continues to evolve at an unprecedented speed, it is to be expected that [redacted] outdated, and [redacted] there are aspects of the marketing mix, PESTLE and Porter's Forces that are still relevant today, there lacks one model [redacted] As digital marketing is no longer the future but in reality our present, key features such [redacted] not be ignored [redacted] and ultimately, profitable.

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Summary: Key Points

Take notes on the key points of the text.

1. Main idea:
Support:
2. Main idea:
Support:
3. Main idea:
Support:
4. Main idea:
Support:
5. Main idea:
Support:

Summary: Key Points (ANSWERS)

Take notes on the key points of the text.

<p>1. Main idea: An overview of marketing models.</p> <p>Support:</p> <ul style="list-style-type: none"> Many mktg models. Most common incl: <ol style="list-style-type: none"> STP: focuses [redacted], services & comms. 2 consr. USP: brands make clear to pot. consr. why they r diff. [redacted] comp. Brand Positioning [redacted] br.(Chaffey, 2022). Most [redacted] tool, the PESTLE framework & Porter's 5 Forces.
<p>2. Main idea: Marketing Mix.</p> <p>Support:</p> <ul style="list-style-type: none"> Created in 1960s, [redacted] when most biz sold physical prods. (Hanlon, 2022). 1980s: 4ps → 7ps ([redacted]) 2 reflect service ind. & [redacted] (Brooks, 2022). Benefits: <ol style="list-style-type: none"> Outlines [redacted] (Brooks, 2022). Defines & evaluates key issues that [redacted] comp. [redacted] (Hanlon, 2022). Drawbacks: <ol style="list-style-type: none"> Mkt research not incl.; but a combo of 7ps & 4cs (customer needs, cost, convenience & comm.) [redacted] (Brooks, 2022).
<p>3. Main idea: The PESTLE framework.</p> <p>Support:</p> <ul style="list-style-type: none"> PESTLE: [redacted] environmental factors. L & E= most imp. as cust. inform themselves of legislation & green issues. Org. [redacted] as legal oversight, unethical or eco-[redacted] (Story, 2020; Battista, 2021). Benefits: <ol style="list-style-type: none"> [redacted] assess itself agst comp. & other mkts. Sees opps. which [redacted] move in [redacted] threats (Story, 2020). [redacted] on actions [redacted]. Pred. long-term trends stimulating more research & obs. 2 b implemented in 2 future plan. of [redacted] (Battista, 2021). Battista (2021) - PESTLE needs 2 b done [redacted] on [redacted] based on assumptions.
<p>4. Main idea: Porter's 5 Forces.</p> <p>Support:</p> <ul style="list-style-type: none"> [redacted] seeking [redacted]. on glob. level 2 manage risk (Wright, 2021). Focuses on threat of sub. [redacted] buyers & suppliers & comp. rivalry. All can damage org. profits (Wright, 2021; Goyal, 2020). [redacted] stable in mkt prices may have 2 Bargaining powers of suppliers & buyers: Org. must [redacted] exert. <ol style="list-style-type: none"> No. of suppliers is small bt offer unique prods.

2. No. [redacted] large.
= cld make demands that if org. doesn't meet, then it loses supply.
- Existing [redacted]. & services on offer.
 - Criticism: Fails 2 explain how it can maintain comp. [redacted] mkts (Goyal, 2020).

5. Main idea: **How marketing needs to change.**

Support:

- Society evolving fast → [redacted]
- [redacted] marketing mix, PESTLE and Porter's Forces still rel., but no mod. focuses on dig. mktg. Mods. [redacted] & artificial [redacted] remain relevant and profitable.

Summary

Task: Write a 200-250 word summary on the key features of the text.

Word Count: _____

Summary: Marketing Strategies

Task: Write a 200-250 word summary on the key features of the text.

Although there are a number of marketing models in use today, three of the most common are the [REDACTED]. Firstly, originally consisting of 4Ps: product, price, place and promotion, but [REDACTED] and processes, [REDACTED] a practical framework that includes all the elements [REDACTED] basis for [REDACTED] small businesses (Hanlon, 2022). Secondly, PESTLE, which studies the key external factors [REDACTED] and environmental, [REDACTED] against competitors, emphasises opportunities and anticipates threats, and this, according to Battista (2021), [REDACTED] on what [REDACTED], and predict long-term trends to aid in future planning. Thirdly, Porter's 5 Forces focuses [REDACTED], which could [REDACTED] power of buyers and suppliers, which could affect a company's supply; and competitive rivalry, [REDACTED] (Wright, [REDACTED] with all three marketing models is that none are connected to digital marketing, [REDACTED] who wish to remain relevant, [REDACTED] and artificial intelligence, which reflect the [REDACTED] incorporated.

Word Count: 229

Critical Thinking Questions

i) What's the stance of the author? What is the evidence for this?

[2 points]

ii) Is this a credible article? Yes /no – why?

[2 points]

iii) Highlight four ideas in the text you would use for an essay on: 'Evaluate [redacted] and say which one is [redacted] small business'.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence.

[2 points]

Critical Thinking Questions ANSWERS

i) What's the stance of the author? What is the evidence for this?

The writer believes that marketing models are becoming outdated so therefore need to adapt. He believes that the three models discussed are still relevant but he feels that digital marketing should be included to reflect the current digital era. He discusses this in his conclusion:

- It is to be expected that marketing models will become **outdated**.
-and therefore will need to **adapt quickly**.
- Although there are aspects of the marketing mix, PESTLE and Porter's Forces that are still **relevant** today, ...

ALL ANSWERS INCLUDED IN PAID VERSION...



Digital Marketing

Listening Test

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Digital Marketing Strategies

Digital Marketing Strategies EXAMPLE

[Listening test questions]

Author: S. Jackson

Date: 30/07/2022

Time: 10:30

Level: **** [B2/C1]

Download Links

Lecture: Available in paying download	MP3: Available in paying download	PowerPoint: Available in paying download
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Check these words and phrases before listening:

Key vocabulary

1. To evolve.
2. Social [REDACTED].
3. Prevalent.
4. [REDACTED].
5. Brand awareness.
6. Customer-[REDACTED].
7. Brand loyalty.
8. Customer [REDACTED].
9. Marketing ploys.
10. [REDACTED].
11. To cultivate.
12. [REDACTED].
13. Affiliate.
14. To [REDACTED].
15. Annual revenue.
16. Influencer.
17. Social [REDACTED].
18. Relaunch.
19. [REDACTED].
20. Authenticity.

Teacher

LISTENING TEST QUESTIONS

Aim: to develop the students' ability to listen to a 10 min+ lecture, to take notes and then use those notes to answer a range of test-type questions.

Lesson Time: Approximately 1:30-2:00 hours

Lesson Plan

Lead in

- Ask Students to read the 'title' & predict the content of the lecture.
- Ask students to write down key terms & language from the discussion.
- Feed in / check key vocabulary.

Three types of lesson

Lesson#1: [hard]

1. Students listen once & take notes.
2. Give 5 minutes to tidy notes.
3. Listen again & add to notes (use a different colour pen).
4. Distribute questions – set 20-25 minutes to answer.
5. Feedback: distribute or project answers.

Lesson #2: [medium]

1. Students listen once & take notes.
2. Distribute questions: set 15 minutes for students to answer the questions from their notes.
3. Listen again. Students answer the missed questions as they listen.
4. Give extra 10 minutes to consolidate answers.
5. Feedback: distribute or project answers.

Lesson #3: [easy]

1. Distribute questions. Students have 10 minutes to look at the questions.
2. Students listen & answer the questions.
3. Give 5 minutes to tidy answers.
4. Students listen again. Check answers & answer missed questions.
5. 5-10 minutes to tidy answers.
6. Feedback: distribute or project answers.

Full URL Links:

Video: [Available in paying download](#)

MP3: [Available in paying download](#)

PPT: [Available in paying download](#)

Digital Marketing Strategies

1. Overview:

1.1. Complete the gaps with the missing figures.

The marketing industry has _____ since the turn of the i. _____ century. In a world _____ of ii. _____ billion, of which almost iii. _____ billion are active online, it is no surprise that almost a iv. _____ of _____ to _____.

___/4

1.2. Complete the following statement with the TWO missing words.

Marketing strategies _____ to the _____.

___/2

2. Digital Marketing Initiatives: Are these statements true, false or not given?

	T/F/NG
i. _____ are two digital marketing methods.	
ii. Digital marketing tactics _____ and increase _____.	
iii. It's _____ your company _____ that arise.	
iv. According to Kirk (2022) some web _____ their use of trackers.	
v. There are a number of marketing tactics _____ cookies.	

___/5

3. SEO & PPC: Circle/highlight ONE answer per question only.

i. A benefit of using SEO marketing is that:

- Once the _____ increases.
- Once the content is created, the results are long lasting.
- Google algorithms _____.
- Google algorithms ensure the results are long lasting.

ii. A disadvantage of PPC marketing is that:

- The organisation _____ key words.
- The organisation does not have complete control over the _____.
- Constant investment is _____ advertisements.
- _____ is required to ensure the business is found online.

iii. Email and social media enable a company to:

- _____ clients.
- Interact with the clients.
- _____ experiences.
- All of the above.

iv. The number of social media users who use social media to search for products and services is:

- a. 18.1%
- b.
- c. 81%
- d.

___ / 4

4. Affiliate Marketing:

4.1. Answer the following questions using between ONE and THREE words or numbers.

i. When was affiliate marketing <input type="text"/>	
ii. What <input type="text"/> affiliates share content?	i. ii. iii.
iii. When the affiliate <input type="text"/> to a group of <input type="text"/> an interest in the same product, <input type="text"/> known as?	
iv. What is the main <input type="text"/> use affiliates to <input type="text"/> products?	

___ / 6

4.2. Complete the gaps with the missing figures.

Affiliate around of all ecommerce sales globally, resulting in a brand's annual revenue potentially up to .

___ / 2

5. Influencer Marketing:

5.1. Answer the following questions using between two and six words or numbers.

i. What are influencers also known as?	
ii. What are the <input type="text"/> of <input type="text"/> marketing?	i. ii. iii. iv.
iii. How much ROI can a business make for every <input type="text"/> marketing?	

___ / 6

5.2. Complete the gaps with the missing information.

Finding the leading , , a strong social , and a positive relationship with their to best represent .

___ / 4

6. Summary:

Complete the gaps with the missing information.

i. Affiliate and influencer <input type="text"/> at over \$ ___ bn and \$ ___ bn respectively.
ii. <input type="text"/> is becoming <input type="text"/> at serious risk of <input type="text"/> .

___ / 3

Total ___ / 36

Digital Marketing Strategies **ANSWERS**

1. Overview:

1.1. Complete the gaps with the missing figures.

The marketing industry has evolved considerably since the turn of the i. 21st century. In a world with a population of ii. 7.7 billion, of which almost iii. 4.5 billion are active online, it is no surprise that, according to Marketing Evolution (2022)....

___/4

ALL ANSWERS ARE INCLUDED IN PAID VERSION

Digital Marketing Strategies [Transcript]

The marketing industry, as with so many others, has evolved considerably since the turn of the 21st century. In a world with a population of 7.7 billion, of which almost 4.5 billion are active online, it is no surprise that, according to Marketing Evolution (2022), almost a third of consumers use social media to connect with brands. Thus, marketing strategies continuously need to adapt to the digital age in which we live, of which affiliate and influencer marketing are considered to be the two most prevalent digital marketing tools at present, and this is the theme of my lecture today. I'll start by discussing the digital marketing initiatives and I'll be looking

THE FULL TRANSCRIPT IS INCLUDED IN THE PAID VERSION...



Digital Marketing

Speaking: Seminar

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Seminars

1. An overview of how a seminar works

- Students work together in groups of 4-6.
- Teachers provide a set of questions.
- Students discuss for 25-30 minutes (approx 5 mins per person).
- Students summarise the key points in the last 5 mins.
- Students CAN refer to their texts and notes.
- Teachers monitor and give feedback at the end.

2. Pre-seminar task

- Students:
 - i. Take notes on the reading text and lecture.
 - ii. Predict question types and practice formulating answers.
 - iii. Work with a partner to practice asking and answering questions about the texts.
- ◆ **Differentiation (low levels): distribute questions for students to prepare in advance.**

3. The seminar

- The group are called into a room and they sit around a table.
- The questions are given out and students have 2 minutes to read and prepare by taking notes.
- The seminar begins with an opening statement – *we're here today to discuss...*
- The students then begin to discuss the first question.
- Each student should make a contribution by referring to their notes / texts.
- The seminar should flow with students adding to what was previously said.
- Once everyone agrees the question has been addressed in full, then they move onto the next question.
- **Important:** not all the questions have to be answered but they should be discussed in order.
- Once the students begin to approach 25 minutes, they should bring it to an end by each one summarising a main point raised.

4. Points to remember

- It should be a flowing conversation with everyone involved and contributing.
- The teacher / tutor should not intervene if it goes quiet but let the students manage the discussion.
- Students have to show confidence and demonstrate thorough awareness of the texts.
- Dominant students are penalised for not sharing and including others.
- Students should be penalised for just reading notes.
- Key debate phrases should be used to show conversation skills - agreeing, disagreeing, interrupting, etc...

Seminar Questions

Key sources:

Reading: **Watson (2022)**

Battista (2021); Brooks (2022); Chaffey (2022); Goyal (2020); Hanlon (2022); Story (2020); Wright (2021).

Lecture: **Jackson (2022)**

Geysler (2022); Kirk (2022); Marketing Evolution (2022); TrueList (2021); Yeung (2021).

1. Define marketing strategies.
2. Discuss the three main marketing models and how they differ from each other.
3. Discuss the three main digital marketing initiatives and how they differ from each other.
4. Discuss how marketing model theory connects to the marketing initiatives.
5. How relevant are marketing model theories in relation to modern marketing strategies? Why?
6. What do you think will be the future of digital marketing? Why?
7. Critical thinking - is there anything in the lecture or text that you would question and/or disagree with?