

Digital Marketing Strategies **EXAMPLE**

[Listening test questions]

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Date: 30/07/2022

Time: 10:30

Level: ***** [B2/C1]

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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.

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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.

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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...