

4.1

Advertising

VOCABULARY

Types of advertising

1 Think of an advert you saw, heard or read recently. Make notes about it below.

- What's the product or company?
- Who is the target consumer?
- How was it advertised? (eg TV, radio, billboard, etc)
- How effective do you think it is? Why / Why not?

Now tell your partner about it. Afterwards discuss these types of advertising. How effective do you think they are?



2 Two candidates in the B2 Business Vantage exam are discussing the advantages and disadvantages of different types of advertising. Complete each sentence from their discussion with a word or phrase from the box.

word of mouth mailshots TV commercials spam
banners newspaper adverts brochures sample

- 1 Pizza delivery firms often do _____ in the local area. It's cheap but lots of people probably throw the leaflet away.
- 2 _____ reach millions of people, but they are so expensive.
- 3 I tend to listen to my friends' recommendations more than anything else, so _____ is probably the most effective.
- 4 People use _____ less and less because they can just go online if they want to find out what's available.
- 5 It's great when you get a free _____ because you can really see what it's like.
- 6 I suppose it's good if you're looking for a job locally and _____ are relatively cheap.
- 7 I'm not sure about _____. When I visit a website, I don't think I even notice them.
- 8 It used to irritate me, but my new anti-virus software seems to block any _____ from my inbox.

3 Work in pairs. Think of one more advantage or disadvantage for each type of advertising in exercise 2. Think about issues such as:

- cost
- location
- number of people who see it
- how long they see it for

Advertising on the web

- 4**  **4.1 Listen to someone who runs a web-business giving a presentation to a group of marketing managers on how to successfully advertise on the Internet. Which techniques does he mention?**
- 5**  **4.1 Listen again and choose the best ending A, B or C for each sentence 1–5.**
- 1 The speaker compares throwing adverts into the air to
 - A Internet advertising.
 - B wasting money on advertising.
 - C advertising with leaflets.
 - 2 His first piece of advice is to
 - A make sure people find you on the search engine.
 - B make sure people visit the search engine.
 - C set up a search engine.
 - 3 Spend plenty of time on
 - A promoting others on your site.
 - B creating links to increase traffic.
 - C recommending your product on other sites.
 - 4 The speaker
 - A thinks email can be effective.
 - B is doubtful about using email.
 - C never sends marketing emails.
 - 5 It's a good idea to
 - A give free samples away at the beginning.
 - B make the website free to visit.
 - C offer something free to encourage people to return.

A short presentation

- 6** In the talk on effective Internet advertising, the speaker uses the following expressions to give tips and advice.

The first thing is to ...

It's a good idea to ...

You can do this by ...

Also remember that ...

My third tip is (never) to ...

Before we finish don't forget ...

What might be better is to ...

Work in pairs. Each of you has one minute to make notes and prepare a short presentation using some of the expressions above.

Student A: What is important to remember when deciding what type of advertising to use?

Student B: What is important to remember about your target consumer when planning an advertising campaign?

- 7** Now make your presentation to your partner. Your partner can tick the expressions as you use them.

Social media advertising

1 Work in groups and discuss these questions.

- What are your favourite types of social media?
- Why do you use social media?
- Do you ever read or watch the adverts on social media? Why? Why not?

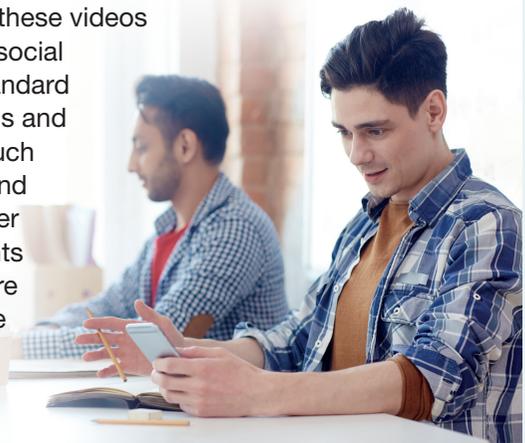
2 Read four different texts. What is the connection between them?

A Ralph Kinnon is a 17-year old and studying for his final exams at school. Like most people of his age, he owns a phone and – between lessons – updates his Facebook status, posts a picture on Instagram and maybe shares a YouTube video. Increasingly, Ralph will find adverts in between posts or 30 seconds of a commercial before his favourite video. ‘I think you see them more and more, but I don’t think I notice them that much. You get used to it.’ Ralph also thinks he is largely unaffected by such advertising, and yet the thousands of dollars spent every day on social media advertising must mean that big businesses believe it’s money well spent.

B Many smaller companies are attracted by social media as a form of marketing because it seems like a cheap way to reach thousands of potential customers. After all, you can post information about your products, build up followers who might share your advert, and then you are one click away from a sale. In comparison, a TV commercial would cost huge amounts of money to make and you’d only reach a limited number of viewers depending on when and where it shows. However, social media advertising has hidden costs, such as the salaries of the people who have to create these online campaigns, monitor online activity every day or respond to the Twitter discussion of your product.

C I think the biggest mistake advertisers make is to treat social media like other traditional forms of advertising such as TV commercials or billboards. Traditionally, advertising was all about telling people about your product and convincing them to buy. Social media is different from previous media because when it works, it’s a two-way conversation with the customer speaking directly to you – the manufacturer – or they talk *about* you to other potential customers. So the challenge as I see it is for companies to maintain that dialogue via social media and to try and control it when it goes wrong, eg when someone publicly says why they don’t like your product.

D We plan to kick off this European campaign at the end of March as the summer season begins. Unlike previous campaigns, this product is aimed at the 17–25 market and so we’ll place a series of commercials for ‘Orange Plus’ on YouTube and other video channels. Shorter versions of these videos will also appear on social media sites with standard adverts on billboards and posters at events such as music festivals and nightclubs. A number of promotional events with free samples are also planned to take place at high profile music events.



Exam Success

Exercise 3 is similar to Part One of the B2 Business Vantage Reading exam

3 Look at the statements 1–7 below and the four texts (A–D). Which text does each statement refer to?

- 1 The writer expresses his own personal opinion.
- 2 People tend to ignore a lot of the advertising on social media.
- 3 Businesses often aren’t aware of the additional expenses.
- 4 The writer gives a report on a new product launch.
- 5 Social media advertising is more effective when it’s a dialogue.
- 6 There’s a good reason why companies spend money on social media advertising.
- 7 Social media and traditional advertising are being used together.

Modals

4 Read these sentences about social media advertising and write the verbs in bold into the box below.

- 1 Social media advertising **could** be more expensive than you think.
- 2 You **didn't need to** spend all that money on a TV commercial!
- 3 Small business **should** advertise on social media because it's cheaper than other forms.
- 4 We **couldn't** launch the product until the website was ready.
- 5 You **have to** monitor social media activity every day.
- 6 The amount of money they spent on the campaign **must have been** worth it.

Possibility: can, _____
 Obligation: must, _____
 Advice: _____
 Deduction: _____, can't be, can't have been
 Lack of obligation: didn't have to, _____
 No possibility: can't, _____

5 Which sentences in exercise 4 refer to the past? How are these verbs formed?

6 Underline the correct verb in these sentences.

- 1 Many consumers think companies *should* / *can* control their online advertising more carefully.
- 2 A: Sorry, I forgot to send you the report you asked for.
B: That's OK. I already had a copy so you *didn't need to* / *can't have* anyway.
- 3 They *don't have to* / *mustn't* use the same trademarks as us. It's against the law.
- 4 Our competitors *must* / *should* think it's a good idea to advertise there so we ought to as well.
- 5 I *must* / *couldn't* get through to your voicemail last night. I tried three times with no success.
- 6 People *don't have to* / *mustn't* watch our advert. No one forces them to press play!
- 7 We *shouldn't* / *couldn't* have spent so much money on marketing last year. I think it was such a waste!
- 8 When you want to start a company website, you *must* / *couldn't* buy the domain name first.

WRITING

7 Work in groups. You are going to write a set of rules and advice for a business magazine. Choose one of these topics and use some of the verbs in exercise 4.

- How to set up and design a company website
- How to plan a successful advertising campaign
- How to advertise effectively on social media

Brainstorm ideas in your groups and then write six or seven sentences. For example:

- 1 *You must choose a good domain name which people can easily remember.*

4.2

Delegating

READING

- 1 Make a list of ten tasks you have to do this week.

attend a meeting, do English homework, clean the house ...

Think about which of these tasks can be done by someone else. Who could you delegate it to? Tell your partner.

- 2 Read tips 1–7 on how to delegate. Write in the missing headings (A–G).

- A Be clear about aims and objectives
- B Set deadlines for updates
- C Step back and watch at a distance
- D Give praise
- E What to delegate?
- F Encourage others to take ownership
- G Make the job fit the person



HOW TO

DELEGATE

As a new manager you have to step back from your old role and move into new responsibilities. This involves delegating many of the jobs you used to do. Here are seven tips on how to do it.

- 1 _____ Delegating is not an excuse just to give away the jobs you don't like. Prioritise the work that you no longer have time to do or even the ones that someone else might do better.
- 2 _____ Make sure it's something they can do but at the same time will challenge them. Be clear that you have chosen them for their particular skillset.
- 3 _____ Focus on the objectives and let the person work out how to arrive there. They should manage the whole process and feel that they have control.
- 4 _____ Explain your expectations and any deadlines clearly, even to the point where you ask the person to repeat back to you what they think is expected.
- 5 _____ If you keep checking up on them, they're bound to make mistakes. Once the work is delegated, walk away and let everyone get on with their new roles. Be available but not controlling.
- 6 _____ Although you need to let go, it doesn't mean not knowing what is going on. Agree on dates for regular reports and face-to-face progress meetings.
- 7 _____ Thank and compliment people throughout the process but not to the point where it sounds insincere. If necessary, give feedback and constructive criticism. At the end of a project, celebrate everyone's success as a team.

A bad delegator

3  4.2 Listen to a manager talking to a member of his department. Which of tips 1-7 for delegating doesn't he follow?

4 Here are some expressions you can use to delegate. Which expressions would help with tips 1-7? Write the number of the tip next to the expression.

O Can I borrow your expertise in something?	1
A I've asked you because ...	_____
B Let me know how it's going once a week, please.	_____
C I'll need a report on this with your findings and your recommendations.	_____
D So, let's go through this one more time to check it's clear.	_____
E One thing you might want to think about is ...	_____
F You've done a great job on this!	_____
G I've got a job here that will really interest you ...	_____
H I'd like you to be in charge of all of it.	_____
I What are you going to do?	_____
J Feel free to call me if you have any questions.	_____
K Can you give this priority because they need it as soon as possible?	_____
L The deadline for this is next Thursday.	_____



5  4.3 We can add emphasis to these expressions by stressing one word in particular. Listen to the thirteen expressions in exercise 4 and underline the stressed word.

Delegating work to others

6 Work in pairs. Take turns to delegate the following jobs to each other. Remember to follow all the advice in exercise 2 and use some of the expressions.

- Buy some coffee from the shop across the street.
- Organise all the filing in your offices.
- Attend a trade fair for you this weekend.
- Tell another member of staff not to send personal emails in company time.
- Prepare a report on the effectiveness of the company's website.

Did you convince your partner to do everything?

WRITING

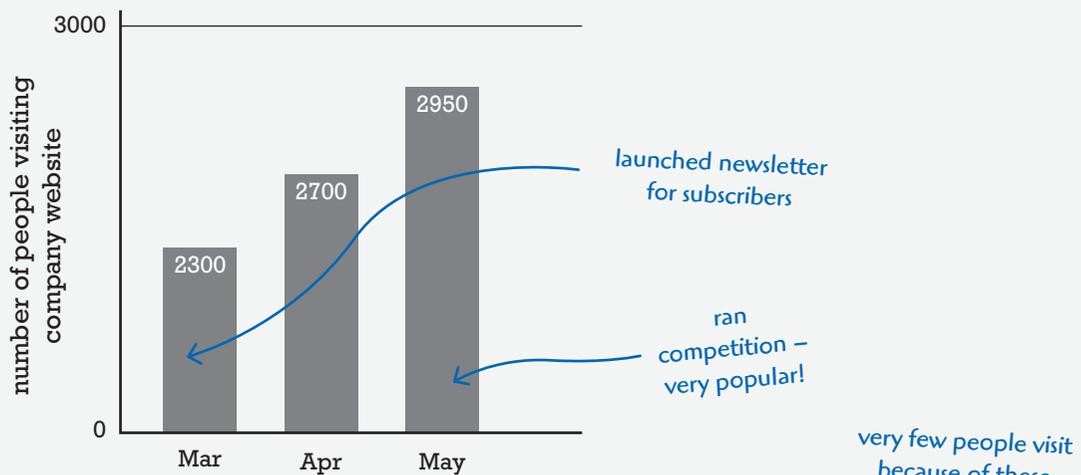
Exam Success

In Part Two of the Writing Test, you might write a report. This is the kind of information you receive.

A report

1 Read the information and the task below.

You work in the marketing department of your company and your line manager has delegated to you the task of preparing a short report. You must report on the number of people visiting the company website in the last three months and propose a marketing strategy for the next three months. You have already made some handwritten notes on the information below.



Spending on Internet advertising for May:	Cost
Banners on other sites (Euros / month):	3,200
Monthly newsletter emailed to subscribers:	No cost

except my time!

Complete the unfinished report on the next page using the information above. Use the tips on report-writing to help you.

2 Here are more phrases you can use for report writing. Which section of the report could you use them in - the introduction (I), findings (F) or recommendations (R)?

Some phrases can be used for findings and recommendations.

It was found that ...	F
In addition to ...	_____
Alternatively ...	_____
This report sets out to ...	_____
In conclusion ...	_____
I would propose / suggest that ...	_____
The findings clearly show that we should ...	_____
As a result of ...	_____
The purpose of this report is to ...	_____
This means ...	_____

Tip 1 Keep the title of the report short. It only needs to tell your reader the subject.

Tip 2 Divide your report into sections to make it easier to read. Use headings such as Introduction, Findings, Conclusions, Recommendations.

Tip 3 State the aim of the report in the introduction. This will include why you have been asked to write it and what you will have done by the end.

Tip 4 In the findings section describe the facts and information. Avoid giving your opinion at this stage.

Tip 5 In the final section, make recommendations based on the findings and propose action.

REPORT ON _____

Introduction
The aim of this report is to _____

Findings
Over the last three months, the number of visitors has _____. There are two reasons for the increase. First of all, we launched _____

Secondly, in May, _____

With regard to costs, banners have cost _____ but very few _____

On the other hand, the newsletter _____

Recommendations
In order to increase this number I would recommend that _____

Exam Success

If you are asked to write a report in Part Two of the Writing Test, you can use the same structure and organisation as for the report above.

3 Choose a website you are familiar with. For example:

- your company or place of study's website
- a website you like to visit

Imagine you have been asked by the website designers to help improve the website. Describe what you (and your colleagues) like about it, say what could be improved and make some recommendations.

Write a short report (120–140 words). Use some of the expressions in exercise 2.

4.3

Writing Test: Introduction and Part One

EXAM FORMAT

The Writing Test has two parts and you complete two pieces of writing.

Part	Writing task	Length
1	The candidate reads instructions in the form of bullet points and writes a note, message, memo or email	40–50 words
2	The candidate studies a set of visual or graphic texts with handwritten notes. Then they write a text based upon the information in the form of correspondence, a report or a proposal.	120–140 words

EXAM SKILL

When writing your answers, remember to ask yourself these questions and write accordingly:

- Who is the person I'm writing this for?
For example, a client, a colleague, a customer
- What is the reason for writing this?
For example, to reply to complaints, to request something, to ask for information
- Does this type of text follow certain conventions?
For example, phrases, layout, paragraphs, headings
- Have I included all the main points from the question in my answer?
- Have I written the correct number of words? (not too few, not too many)

In Part One you must write an internal communication such as a note, message, memo or email of between 40 and 50 words.

EXAM PRACTICE

1 Read the exam question below and write your answer.

PART ONE

You are a seminar organiser. You want to check details for an event next week with your two assistants. Write an email to your staff. **Write 40–50 words.**

- Say which rooms you have booked for the event
- Ask them to confirm the schedule with security
- Explain that one participant will be late.

EXAM SKILL

2 A good way to develop your writing skills is to swap your written work with a partner. Swap your writing in exercise 1 and check if your partner

- included the three pieces of information in the question.
- wrote between 40 and 50 words.

Reading Test: Part Five

EXAM FORMAT

There are five parts to the Reading Test. In this Exam spotlight you will look at Part Five. It is always a short text of about 150–200 words. You have to identify incorrect or extra words in the sentences in the text.

EXAM SKILL

- Here are some words taken from this kind of test. Categorise them in the table below.

has for which because the who are a so do
to of and

prepositions	articles	conjunctions	auxiliary verbs	pronouns

- Work in pairs. Think of more words to add to the table.

EXAM PRACTICE

- Now answer the following questions. Read the whole text first before trying to answer. There are usually three or four correct lines.

PART FIVE

Questions 1–12

- Read the article below about giving presentations.
- In most of the lines 1–12 there is one extra word. It is either grammatically incorrect or does not fit in with the meaning of the text. Some lines, however, are correct.
- If a line is correct, write **CORRECT**.
- If there is an extra word in the line, write **the extra word** in CAPITAL LETTERS.
- There are two examples at the beginning, (0) and (00).

The perfect presentation

0	If you will ask people what makes them nervous at work, then giving	<u>WILL</u>
00	a presentation is usually in the top five list of things. However, if	<u>CORRECT</u>

- you give a successful presentation, it is also the most best feeling in _____
- the world. There are a number of steps to take in order for to give the _____
- perfect presentation. First, people who give a good presentations spent _____
- a long time planning them. They thought about the subject, then they _____
- planned the structure, and they also thought much carefully about the people _____
- listening. Most of presentations also use Powerpoint (though not all). If you _____
- are making slides, try to avoid put too many words and numbers on the screen. _____
- Sometimes, just show a picture to create a mood or to represent a feeling. _____
- Rehearse by yourself in front of the mirror, or ask a friend who to watch and give _____
- and constructive feedback. On the big day, go to your room before anyone else _____
- and check all the equipment. As you begin, imagine how you will feel like _____
- afterwards if the presentation is successful. Then keep that feeling until the end. _____