

araq

StartUp 7

Vocabulary

Unit8 – Lesson1

Page90

To the teacher

At the end of the lesson, your students must have achieved all the targets below. During the unit, plan your productive tasks to cover them.



WHAT'S OUR STORY?

LEARNING GOALS

In this unit, you

- talk about a solution to a problem
- talk about promotion strategies
- talk about corporate origin stories
- read about deceptive marketing
- write a personal essay

Elicit some sentences from your students about the picture. Ask your students to talk about the questions.



LEARNING GOALS

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GET STARTED

A Read the unit title and learning goals. Marketing can be defined as promoting someone or something. How has the internet made it easier to market ideas?

B Look at the picture. The photo shows employees holding a variety of icons. Choose three. How does each one relate to the concept of marketing?

C Read Carla's message. What might be some of the challenges of reaching out to customers of different ages?



CARLA LUGO

@CarlaL

Our client needs to connect with adults of every age group. It's a challenge to reach out to all of them!

Have your Ss do the task for a couple of minutes. Then check the answers in class.

Match the words with the definitions.

a strategy - a social media presence - a brand - a product launch - promotional materials - customer interaction - damage control - stand out

1. a type of product made by a company, that has a particular name or design
2. the activity of communicating between a buyer and a store
3. how frequently someone posts on shared websites
4. a planned way of achieving something
5. to start or introduce something that people make in order to sell it
6. to be very easy to see or notice
7. an attempt to limit the bad effects of something
8. things given out to advertise something to make people want to buy it

Have the Ss look at the text and nominate them to answer the questions in class.



CARLA LUGO

@CarlaL

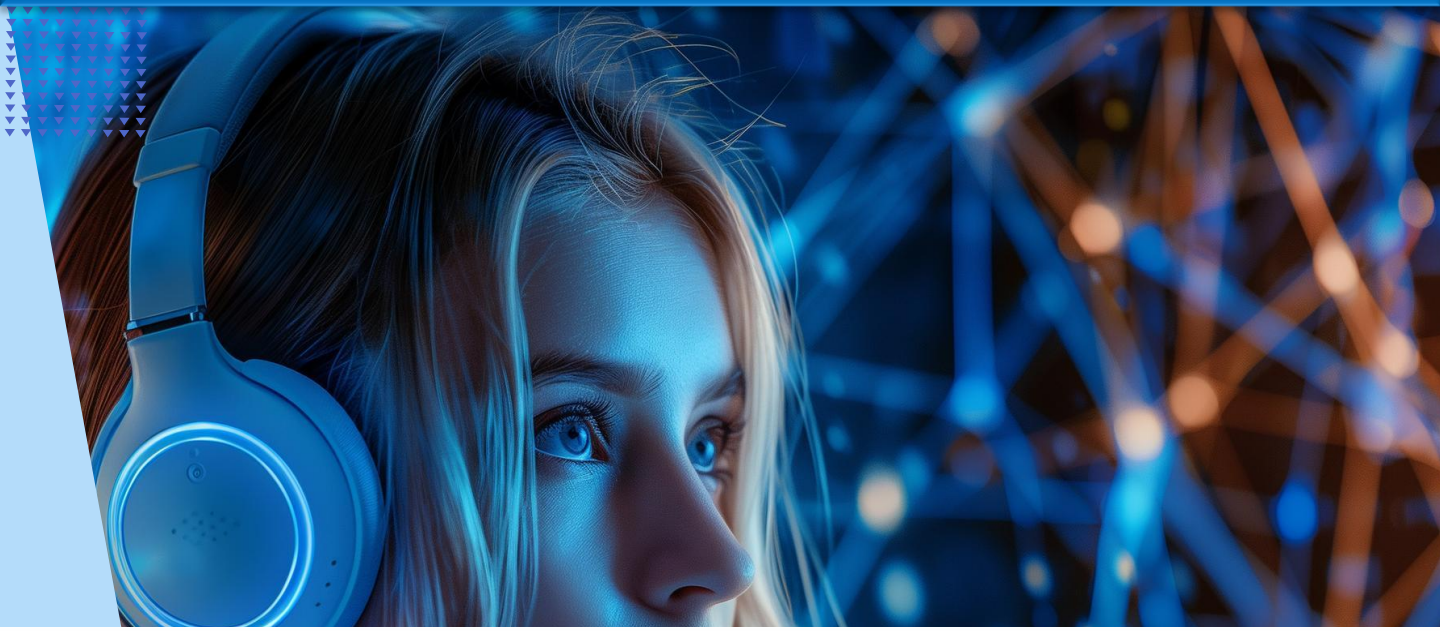
When it comes to social media promotion, I'd recommend that you listen to the experts!

A Look at the advertisement for a marketing firm. Would you hire this company? Why or why not?

TAKE YOUR BUSINESS TO THE NEXT LEVEL!

Here at NextLevel, it's our business to help your business! We have proven **strategies** for building your **social media presence**, creating clever ad campaigns that will increase awareness of your **brand**, and planning spectacular **product launches** and **promotional materials** for every new product or service you offer. We understand the importance of **customer interaction** and can help you with **damage control** for any challenges you've faced in the past. Call us! We'll pitch ideas that **stand out** from the competition and work with you to take your business to the next level.

Teach the challenging words to your Ss. Then play the audio to practice the pronunciation.



B ▶08-01 Read and listen. Notice the words in bold.

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>> FOR PRACTICE, PAGE 146 / DEFINITIONS, PAGE 163

>> FOR PRACTICE, PAGE 146

VOCABULARY PRACTICE

▶08-02 Listen. Complete each sentence with the correct form of the words in the box.

a strategy	a social media presence	a brand	a product launch
promotional materials	customer interaction	damage control	stand out

1. They are having a(n) _____ in November.
2. She didn't see the building at first because it doesn't _____.
3. They need to figure out a(n) _____ for attracting more customers.
4. She remembers what the toothpaste looked like, but she can't remember the _____ name.
5. Their social media intern handles _____ online.
6. They want to increase their _____.
7. The city is trying to do _____.
8. They have several different kinds of _____.

Practise all the new words with your students. Ask and answer questions using the words.

Talk together

a strategy - a social media presence - a brand - a product launch - promotional materials - customer interaction - damage control - stand out

Tell me a sentence with "a strategy " about social advocacy.



The company developed a strategy to target younger audiences through social media advertising.



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Language Center