

14. He's there because he was able to _____ all the _____.
15. He _____ about the action of the game so he could make _____.

LESSON 5

DIGITAL MARKETING

A. READING

(a) Read the reading passage carefully and then answer the following questions.

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.



The development of digital marketing is inseparable from technology development. One of the key points in the start of was in 1971, where Ray Tomlinson sent the very first email and his technology set the platform to allow people to send and receive files through different machines. However, the more recognisable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computer was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. These kinds of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not as efficient.

In the 1990s, the term Digital Marketing was first coined,. With the debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant factor in marketing technology.[citation needed] Fierce competition forced vendors to include more service into their software, for example, marketing, sales and service applications. Marketers were also able to own huge online customer data by eCRM software after the Internet was born. Companies could update the data of customer needs and obtain the priorities of their experience. This led to the first clickable banner ad being going live in 1994, which was the "You Will" campaign by AT&T and over the first four months of it going live, 44% of all people who saw it clicked on the ad.

In the 2000s, with increasing numbers of Internet users and the birth of iPhone, customers began searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers had not registered their own domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development.

In 2007, marketing automation was developed as a response to the ever evolving marketing climate. Marketing automation is the process by which software is used to automate conventional marketing processes. Marketing automation helped companies segment customers, launch multichannel

marketing campaigns, and provide personalized information for customers. However, the speed of its adaptability to consumer devices was not fast enough.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information. The change of customer behavior improved the diversification of marketing technology. Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

(source: https://en.wikipedia.org/wiki/Digital_marketing)

(b) Answer the following questions briefly.

2. What is 'digital marketing'?
3. Why do people prefer using digital devices to visiting physical shops?
4. When was the more recognisable period as being the start of Digital Marketing?
5. How does marketing automation help companies?
6. What were the indications showing that digital marketing became more sophisticated?

(c) Match the word/phrase with the definition.

- | | |
|-----------------|---|
| 1. manual | (a) not able to be separated |
| 2. digital | (b) connected with the use of computer technology, especially the internet |
| 3. conventional | (c) affecting all parts of the world |
| 4. inseparable | (d) to make use of |
| 5. to estimate | (e) once a year |
| 6. worldwide | (f) following what is traditional or the way something has been done for a long time |
| 7. to utilize | (g) operated or controlled by hand rather than by machine or using electricity, etc. |
| 8. behavior | (h) a method or system that people use to get information, to communicate, or to send something somewhere |
| 9. annually | (i) to form an idea of the cost, size, value etc. of something, but without calculating it exactly |

10. channel

(j) the way that somebody behaves, especially towards other people

(d) Complete the sentences with the correct words/ phrases.

1. You can use a microwave or cook it in a _____ oven.
2. Our economic fortunes are _____ from those of Europe.
3. The company has now transferred all its _____ records onto computer.
4. The exhibition is held _____.
5. The deal is _____ to be worth around \$1.5 million.
6. His _____ towards her was becoming more and more aggressive.
7. The Romans were the first to _____ concrete as a building material.
8. Advertisers are putting more and more money into _____ marketing.
9. The show has a _____ audience of 115 million viewers.
10. The newsletter is a useful _____ of communication between teacher and students.

B. WRITING: A PERSUASIVE PARAGRAPH

A persuasive paragraph starts with a topic sentence, which states an opinion about something. The body sentences give reasons that support the opinion, and the closing sentence may state the opinion in a new way. In the following paragraph, Willis tells about a favorite school event and gives reasons why everyone should attend.

Have Some Summer Fun!

The Cass School summer carnival in January is a special event everyone should attend. First of all, there are activities for everyone. This year, one classroom had a fishpond for little kids. Another room painted a clown with a huge mouth on a board for a beanbag toss. Other rooms had shoe scrambles and relay races. Secondly, each room gives prizes like yo-yos, bug-eyed glasses, and light-up pens. Winning a prize always adds a little excitement to each activity. The best part is the clown contest. It is pretty funny to see how students become clowns using old clothes, face paint, wigs, big clunky shoes, and wild ties. Adults and kids laugh and laugh at the clowns. *For a little summer fun in January, the Cass School carnival is worth a visit.*

Topic sentence

Supporting sentences

Closing sentence

A persuasive paragraph tries to convince the reader that a particular point of view is worthy of consideration. It wants you to consider both sides of an issue, but it reveals a bias in favor

of one side over another. Facts may be presented in support of a position, but the writer is not being objective. The point of view is subjective.

Here's another example of a persuasive paragraph:

Immigration contributes to the overall health of the American economy. Despite recent concerns expressed about illegal and some legal immigration to the United States, this country has largely benefited from the skills, talents, and ambition that immigrants bring with them. American businesses gain from a good source of affordable labor, while towns and cities are revitalized by immigrant families who strengthen communities through civic participation and the generation of new economic activity. The United States must continue to welcome new arrivals and help those who are already here; otherwise, the country will lose the advantages it has over other industrialized countries that compete against us in the global marketplace and seek to recruit from a vast pool of unskilled and skilled global workers.

You may recognize this from the lesson on paragraphs. The position is supported by facts, but some of it is hearsay (what the writer has heard), and some of the ideas are rooted in the writer's subjective viewpoint. Opposing views are not directly recognized in this paragraph, however, they may be hinted at. A paragraph or an essay that is persuasive anticipates an argument.

Exercise:

Choose one of these topics and then write a cause and effect paragraph based on the topic you have chosen.

- a) Teachers should pass professional tests as students pass their school & college exams
- b) Schools have to reduce the amount of homework they assign to students
- c) Computer science is one of the most valuable academic subjects nowadays
- d) Reasons why mobile phones are not 100% safe
- e) Pros & cons of online education (e-learning)
- f) Do hobbies help people with their careers?

C. GRAMMAR: QUESTION TAGS

A question tag is a special construction in English. It is a statement followed by a mini-question. We use question tags to ask for confirmation. They mean something like: "Is that right?" or "Do you agree?" They are very common in English. We can add question tags like *isn't it?*, *can you?* or *didn't they?* to a statement to make it into a question. Question tags are more common in speaking than writing.

We often use question tags when we expect the listener to agree with our statement. In this case, when the statement is positive, we use a negative question tag.

- *She's a doctor, **isn't** she?*
- *Yesterday **was** so much fun, **wasn't** it?*

If the statement is negative, we use a positive question tag.

- *He **isn't** here, **is** he?*
- *The trains **are never** on time, **are** they?*
- ***Nobody** has called for me, **have** they?*

If we are sure or almost sure that the listener will confirm that our statement is correct, we say the question tag with a falling intonation. If we are a bit less sure, we say the question tag with a rising intonation.

If there is an auxiliary verb in the statement, we use it to form the question tag.

- *I **don't** need to finish this today, **do** I?*
- *James **is** working on that, **isn't** he?*
- *Your parents **have** retired, **haven't** they?*
- *The phone **didn't** ring, **did** it?*
- *It **was** raining that day, **wasn't** it?*
- *Your mum **hadn't** met him before, **had** she?*

Sometimes there is no auxiliary verb already in the statement. For example, when:

... the verb in the statement is present simple or past simple and is positive. Here we use *don't*, *doesn't* or *didn't*:

- *Jenni **eats** cheese, **doesn't** she?*
- *I **said** that already, **didn't** I?*

... the verb in the statement is *to be* in the present simple or past simple. In this case we use *to be* to make the question tag:

- *The bus stop's over there, **isn't** it?*
- ***None** of those customers **were** happy, **were** they?*

... the verb in the statement is a modal verb. Here we use the modal verb to make the question tag:

- *They **could** hear me, **couldn't** they?*
- *You **won't** tell anyone, **will** you?*

If the main verb or auxiliary verb in the statement is *am*, the positive question tag is *am I?* but the negative question tag is usually *aren't I?*:

- *I'm **never** on time, **am** I?*
- *I'm going to get an email with the details, **aren't** I?*

(a) Complete the sentences with the correct question tags.

1. Mr McGuinness is from Ireland, _____?
2. The car isn't in the garage, _____?
3. You are John, _____?
4. She went to the library yesterday, _____?
5. He didn't recognize me, _____?
6. Cars pollute the environment, _____?
7. Mr. Pritchard has been to Scotland recently, _____?
8. The trip is very expensive, _____?
9. He won't tell her, _____?
10. Hugh had a red car, _____?

(b) Decide whether the sentence is Correct (C) or Incorrect (IC).

1. She is collecting stickers, is she? _____
2. We often watch TV in the afternoon, aren't we? _____
3. You have cleaned your bike, haven't you? _____
4. John and Max don't like maths, don't they? _____
5. Peter played handball yesterday, didn't he? _____
6. They are going home from school, aren't they? _____
7. Mary didn't do her homework last Monday, does she? _____
8. He could have bought a new car, couldn't he? _____
9. Kevin will come tonight, won't he? _____
10. I'm clever, aren't I? _____

D. LISTENING

- *First, listen to the whole talk to grasp the general idea of the talk.*
- *Second, listen the talk again and answer the questions asking about the talk.*
- *Finally, discuss your answer with the class*

Questions:

1. Who is the speaker?
 - A. A professor
 - B. A student
 - C. A tourist
 - D. A tour guide
2. What does the speaker tell about?
 - A. Circus parade
 - B. The place the performers work and rest.
 - C. The history of Springfield circus
 - D. Springfield owners
3. The Springfield circus was established____
 - A. Last year
 - B. Ten years ago
 - C. A hundred years ago
 - D. Two hundred years ago
4. Which of the following statements is INCORRECT?
 - A. The place of the Springfield circus performace changed because the owners have changed.
 - B. The Springfield circus always has performances in its venue.
 - C. The Springfield circus never tavelled around with tents.
 - D. The firts performances of Springfield circus were filled with a lof of audiences.
5. The show is always initiated with _____
 - A. Dance performances
 - B. A parade of exotic animals
 - C. Clown performances
 - D. Dancers on horsebacks