

The background of the slide is a photograph of a business meeting. Several people are seated around a wooden table, looking at documents and a laptop. A coffee cup is on the table. A large teal semi-transparent shape is overlaid on the left side of the image, containing the main title. The title is in a bold, dark blue, sans-serif font. The word 'NEW' is smaller than 'BUSINESS', which is larger than 'ENGLISH 6'.

NEW BUSINESS ENGLISH 6

Lesson 17 Promotion



LEARNING GOALS

- ◆ Ways of Promoting a Product
- ◆ Expressing a Possibility



Warm-up

- ◆ How would you promote a product?
- ◆ What platforms do people use to promote products/ services nowadays?





The new sunscreen has been sold on the market for some time, but the sales records are not good. The staff put forward suggestions on how to promote the product.

Situational Dialogue

Listen to the audio.

Abby: What do you think of low-price **promotions**, such as discounts?

Bob: I am afraid that idea is not commercially **viable**. Promotional pricing may increase sales in the short term, but it will compress **profit margins** and affect sales at the same time.

Cindy: A company marketing to young adults would give priority to promotional pricing to attract customers at low prices. However, if the target market is educated and financially **well-off** consumers aged 30 and above, just like our company, personal selling and advertising will likely be more effective.

Bob: That's right! Currently, our target market has great **purchasing power**, and the main problem is that some of them are not familiar with our brand and products. By advertising, our products can reach out to them and boost **sales volume**.

Role-Play

Do a role-play and answer the questions.

Abby: What do you think of low-price promotions, such as discounts?

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Cindy: A company marketing to young adults would give priority to promotional pricing to attract customers at low prices. However, if the target market is educated and financially well-off consumers aged 30 and above, just like our company, personal selling and advertising will likely be more effective.

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Ways of Promoting a Product

By experimenting with different ways of promotions, businesses can enhance their marketing strategies to get positive results.

Advertising	Public Relations	Direct Marketing	Sales Promotion	Personal Selling
great for brand building	helps with brand awareness	immediate purchase, branding	encourages immediate action	strong relationship with customers
large reach	large reach	reach limited	short term tactic	reach limited
targeting limited	targeting limited	customer level personalization	results are easily measurable	precise targeting possible
expensive	free/ inexpensive	expensive	very expensive	expensive



If you were to promote a product of your choice, which way of promotion will you use? Why?

Learning Goals

∴ Expressing a Possibility

a) fact + modal + possibility

- A company marketing to young adults would give priority to promotional pricing to attract customers at low prices.
- Producing high-quality products would attract potential investors.

b) conditional clause + modal + possibility

- However, if the target market is educated and financially well-off consumers aged 30 and above, just like our company, personal selling and advertising will likely be more effective.
- If the company experiences a labor shortage, then it will likely affect the overall workflow.

Oral Practice

Scenario:

You are discussing with your colleague about promoting your company's latest product. Cite the possibilities of how it would affect the company's market sales.



∴ Key expressions to express a possibility:

- *fact + modal + possibility*
- *conditional clause + modal + possibility*

Overview

Keywords and expressions

viable/ well-off / profit margin/ purchasing power/ sales volume

Ways of Promotion

Advertising

Public Relations

Direct Marketing

Sales Promotion

Personal Selling

Expressing a Possibility

fact + modal + assumption

conditional clause + modal + assumption

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