

Marketing

MARKET LEADER



Business English

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This unit looks at a new approach to marketing.

BEFORE YOU READ

Discuss these questions.

- 1 What types of advertising do you like and dislike? What irritates and amuses you?
- 2 How do you avoid advertising you don't want, e.g. TV ads, pop-ups, spam, etc.?
- 3 More people today have broadband and DVDs and use mobile phones. How do you think these developments are affecting:
 - companies' marketing strategies?
 - the work of advertising agencies?

READING**A Understanding the main points**

Read the article on the opposite page and answer these questions.

- 1 After reading the article, can you summarise what 'holistic marketing' is? Compare your ideas with other students.
- 2 What two factors have made companies interested in this new approach to marketing?
- 3 Why isn't traditional TV and Internet advertising as effective as before?
- 4 Marketers have reacted to this trend in two ways. What are they?
- 5 How has a more holistic way of looking at advertising changed the way advertising agencies work?
- 6 According to the writer, many companies will be slow to move to holistic marketing. Why is this? Choose two explanations.
 - a) Holistic marketing can involve several departments, which makes managing marketing budgets very complex.
 - b) They see holistic marketing as a fashion that will pass.
 - c) There is a lack of accepted tools for measuring the effectiveness of new marketing activities.
 - d) Most advertising agencies don't yet have the right skills and expertise.

B Understanding details

Read the article again and answer these questions.

- 1 The writer gives an example of how consumers are avoiding advertising on the television. What is it?
- 2 The writer gives two examples of alternative places where advertisers can put advertisements. What are they?
- 3 What example does the writer use to illustrate how advertising agencies can give customers a better experience?
- 4 According to the writer, holistic marketing will make allocating marketing budgets more difficult. What example does he give to illustrate this point?

The case for holistic marketing



by Gary Silverman

A In big companies, marketing departments are adopting 'holistic marketing' – a term that expresses the growing desire of companies to use a greater variety of marketing methods to communicate with their customers. The move into holistic marketing reflects two developments. Companies are losing confidence in television commercials. They are also growing more interested in the Internet and other alternative ways of advertising.

B Technological advances are giving consumers the power to avoid advertising. For example, DVDs are making it easier for people to record programmes and fast-forward

past television commercials, while software helps them block Internet pop-up advertisements and unwanted e-mails.

C Marketers have responded in two ways. They are looking for new places to put advertisements, such as ads on displays on bus shelters or on mobile phone screens. And they are beginning to see any contact with a consumer as a marketing opportunity. The idea is to engage the customer wherever the customer happens to be – a holistic approach to marketing, in other words.

D As a result, advertising agencies are not just thinking about television commercials these days. They are trying to figure out ways to give

a better customer experience; for example, how staff should answer the telephone when customers call to ask for information or make a complaint. They are also looking for ways to make the shopping experience more interesting, and bring new excitement and innovation to product packaging and store display.

E Although many marketers see the advantages of a holistic approach to their marketing, many may be slow to adopt it because of practical complications.

F Money for marketing comes from marketing budgets. But in the new world of holistic marketing, the lines between marketing and other business activities are blurring. In addition to marketing, other departments in a company also have a role, which makes allocating marketing budgets difficult. A website, for instance, could be seen as a form of Internet advertising, but websites also function as virtual stores. So money for building a site could equally go to a marketing or product development department.

G To make the situation more complicated, companies are finding it difficult to compare the impact of new kinds of marketing activity. In holistic marketing, advertisers are no longer interested in simply reaching customers, but in engaging them. The challenge is how to measure the impact of marketing messages – how well customers are paying attention to their marketing messages.

H There are companies working with measurement tools that help with this task, but until there is general acceptance of these tools, companies may find it difficult to justify any change in how they allocate marketing budgets. 'With some new media, it is much more difficult to put these budgets together,' says Alan Rutherford, Global Media Director at Unilever.

FT

VOCABULARY

A Understanding expressions

Choose the best explanation for each phrase from the article.

- 1 'Companies are losing confidence in television commercials.' (lines 8–10)
 - a) They don't think that TV adverts are as good as before.
 - b) They no longer believe that TV adverts produce good results.
- 2 '... engage the customer ...' (lines 29–30)
 - a) get the interest of the customer and keep it
 - b) have more conversations with the customer
- 3 '... the lines between marketing and other business activities are blurring.' (lines 53–55)
 - a) The differences between marketing and other business activities are less clear.
 - b) There is a big difference between marketing and other business activities.

B Word search

- 1 Find words or phrases in the article which fit these meanings.
 - a) starting to do something new (paragraph A)
 - b) thinking about the whole of something, not just dealing with particular aspects (paragraph A)
 - c) improvements (paragraph B)
 - d) try to prevent something from happening (paragraph B)
 - e) stop something happening completely (paragraph B)
 - f) possibility (paragraph C)
 - g) think about a problem until you have a solution (paragraph D)
 - h) plans showing the money available (paragraph F)
 - i) giving someone their share of the total amount (paragraph F)
 - j) give a good reason for something (paragraph H)
- 2 Find two other words in the article with the same meaning as *advertisements*.

C Word partnerships

- 1 Match these words to make noun–noun partnerships from the article.

1 holistic	a) commercials
2 television	b) marketing
3 marketing	c) advertising
4 customer	d) activity
5 Internet	e) agencies
6 advertising	f) experience
- 2 Find five other noun–noun partnerships starting with the word *marketing* (paragraphs A, C, F and G).

- 3 The writer illustrates some of his points with practical examples. Complete the three phrases he uses to introduce them.

- 1 , DVDs are making it easier to record programmes ... (lines 15–17)
- 2 They are looking for new places to put advertisements, ads on displays on bus shelters ... (lines 23–25)
- 3 A website, , could be seen as a form of Internet advertising, ... (lines 59–61)

D Sentence completion

Use the word partnerships from Exercises C1 and C2 to complete this extract.

C e ¹ is central to a new approach to marketing, known as h m ². Marketers and a a ³ are looking for exciting new ways of engaging the customers, using a mix of new media and m m ⁴. Even companies with small m b ⁵ can do a lot.

E Prepositions

Use the prepositions in the box to complete these sentences.

in	in	of	to	with
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- 1 There is growing interest Internet advertising.
- 2 Companies have lost confidence television advertising.
- 3 More and more companies see the advantage a more holistic approach marketing.
- 4 Marketers need to view any contact customers as a marketing opportunity

OVER TO YOU

- 1 Do you agree with the writer's view that a more holistic approach to marketing is the way forward for marketers and advertising agencies?
- 2 Write a short report making the case for or against a more holistic approach to marketing in your company. Include practical examples to support your points.
- 3 According to the writer, advertisers are 'beginning to see any contact with a consumer as a marketing opportunity'. Are there any risks in such an approach? How do you think customers and prospective customers will react?