## NEW BUSINESS <br> 

## 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?




## Situational Dialogue

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.

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## Learning Goals

## 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 <br> building | helps with brand <br> awareness | immediate <br> purchase, branding | encourages <br> immediate action | strong relationship <br> with customers |  |
| large reach | large reach | reach limited | short term tactic | reach limited |  |
| targeting limited | targeting limited | customer level <br> personalization | results are easily <br> measurable | precise targeting <br> possible |  |
| expensive | free/ inexpensive | expensive | very expensive | expensive |  |

## 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.


## 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

