

ANGIELSKI

Malwina Dietrich
Alicja Fandrejewska

W MARKETINGU PROMOCJI I REKLAMIE



brand image
marketing mix
dotcoms
customer value

Insights into Marketing Vocabulary
Learn, Manage, and Create

wydawnictwo
poltext

PLIK
mp3
DO POBRANIA
GRATIS

ANGIELSKI

**W MARKETINGU
PROMOCJI
I REKLAMIE**

ANGIELSKI

Malwina Dietrich
Alicja Fandrejewska

W MARKETINGU PROMOCJI I REKLAMIE



Insights into Marketing Vocabulary
Learn, Manage, and Create

wydawnictwo
poltext

Spis treści

Introduction	9
Wprowadzenie	11
1. Chapter. Contemporary marketing. We're all learning here	13
Learn	13
Manage	16
Comprehension check	16
Vocabulary check	16
Summary check	17
Marketing quiz	18
Create	18
Case study	19
2. Chapter. The insightful arsenal. Marketing research	23
Learn	23
Manage	26
Comprehension check	26
Vocabulary check	26
Summary check	27
Marketing quiz	28
Create	28
3. Chapter. Four-seven-four. The marketing mix revised	33
Learn	33
Manage	36
Comprehension check	36
Vocabulary check	36
Summary check	37
Marketing quiz	38
Create	38
Marketing plan checklist	39

4. Chapter. Fine feathers make fine birds. Brand image and customer value	43
Learn	43
Manage	46
Comprehension check	46
Vocabulary check	46
Summary check	47
Marketing quiz	48
Create	48
Case study	50
5. Chapter. The battle for loyalty. Brand loyalty	53
Learn	53
Manage	56
Comprehension check	56
Vocabulary check	56
Summary check	57
Marketing quiz	58
Create	58
Advertorial checklist	59
Review one. Chapters 1–5	61
6. Chapter. All for one and one for all. Brand communities	63
Learn	63
Manage	66
Comprehension check	66
Vocabulary check	66
Summary check	67
Marketing quiz	68
Create	68
7. Chapter. A marriage of convenience. Influencer marketing	71
Learn	71
Manage	74
Comprehension check	74
Vocabulary check	74
Summary check	75
Marketing quiz	76
Create	76
Listicle checklist	77

8. Chapter. Get up and grind. Personal brand	79
Learn	79
Manage	81
Comprehension check	81
Vocabulary check	82
Summary check	83
Marketing quiz	83
Create	84
9. Chapter. Doing well by doing good. Corporate social responsibility	87
Learn	87
Manage	90
Comprehension check	90
Vocabulary check	90
Summary check	91
Marketing quiz	92
Create	92
10. Chapter. Don't turn a blind eye. Public relations	97
Learn	97
Manage	100
Comprehension check	100
Vocabulary check	100
Summary check	101
Marketing quiz	102
Create	102
Review two. Chapters 6–10	105
11. Chapter. Marketing wins. Political marketing	107
Learn	107
Manage	110
Comprehension check	110
Vocabulary check	110
Summary check	111
Marketing quiz	112
Create	112
12. Chapter. Think global, act local. Glocalization	115
Learn	115
Manage	118

Comprehension check	118
Vocabulary check	118
Summary check	119
Marketing quiz	120
Create	120
Case study	121
13. Chapter. Possession obsession. Consumerism	125
Learn	125
Manage	128
Comprehension check	128
Vocabulary check	128
Summary check	129
Marketing quiz	130
Create	130
14. Chapter. Have we crossed the line? Marketing ethics	135
Learn	135
Manage	138
Comprehension check	138
Vocabulary check	138
Summary check	139
Marketing quiz	140
Create	140
Review three. Chapters 1–14	143
Final word	147
Zakończenie	149
Answer key	151
Audio script	183
Marketing glossary. Glosariusz terminów specjalistycznych	227
Angielsko-polski	227
Polsko-angielski	230

Introduction

Dear Learner,

If you are reading this we have to congratulate you on purchasing this book and understanding the importance of constantly improving your English knowledge and skills.

We have the pleasure of taking you on a journey into the world of marketing. The journey you will take with this book will bring you closer to marketing history, thought-provoking campaigns and the understanding of what the future may bring for the industry.

The time spent reading, learning and creating will be challenging, but we know that challenges bring the best out of a person and if the challenges are met they will bring exceptional rewards.

There is nothing more for us to say but to ask you to sit back and begin your journey into the insightful world of marketing.

Best wishes

The Authors

Wprowadzenie

Droga Studentko, Drogi Studencie,

jeśli czytasz ten tekst, to musimy pogratulować Ci zakupu tej książki oraz zrozumienia ogromnego znaczenia potrzeby ciągłego doskonalenia wiedzy i umiejętności z zakresu języka angielskiego.

Mamy przyjemność zabrać Cię w podróż do świata marketingu. Podróż, którą rozpoczniesz z tą książką, przybliży Ci historię marketingu, inspirujące kampanie oraz ułatwi zrozumienie kierunków dalszego rozwoju tej branży.

Czas spędzony na czytaniu, uczeniu się i kreatywnym działaniu będzie wyzwaniem, ale wiemy, że wyzwania wyzwalają to, co w nas najlepsze, a jeśli im sprostamy, czekają nas wyjątkowe nagrody.

Na koniec chcemy jedynie poprosić Cię, abyś usiadł i rozpoczął podróż do pełnego odkryć świata marketingu.

Z najlepszymi życzeniami,

Autorki

6 Chapter

ALL FOR ONE AND ONE FOR ALL BRAND COMMUNITIES

LEARN

READING COMPREHENSION

In 1967 Fiskars, a Finish company, launched the world's first plastic-handled scissors recognizable today by their distinctive orange handle. Despite having an innovative and ground-breaking product the company met with **fierce competition**. To show its product's dominance on the market Fiskars decided to launch a revolutionary marketing campaign. In 2006 it hired consultants Brains on Fire, who interviewed crafting groups on Yahoo and selected four women and called them "The Fiskateers". These women travelled around Finland building relationships with store owners and hobbyists. What's more they started a crafting blog to help answer queries and trade crafting tips, especially in relation to scrapbooking. The orange-handled scissors became a highly **sought after** product and an integral part of any hobbyist's project. The blog's popularity grew and with it the online crafting community, which had a sense of belonging and fulfilment. With a budget just under \$500K, Fiskars's fan community increased sales by 300% and generated a large number of new products.¹ Fiskars social media marketing campaign is a classic success story of generating brand loyalty and profits through an online media channel. In this chapter we'll take a look at other online community successes and the power of social media portals to socialize, connect and influence consumers.

August 6, 1991 is the date when the World Wide Web went live and at that moment only a few, including its founder Tim Berners-Lee, knew of its existence. Today the **ubiquity** of the Internet has brought about the ubiquity of social media platforms, which in turn has created new social forms such as online communities. The first social network site was called SixDegrees.com and was launched in 1997 by Andrew Weinreich. The name of the site came from the "six degrees of separation" theory which claims that anyone on the planet can be connected to any other person through a chain of no more than five acquaintances.² The site attracted many users yet failed to attract enough advertising funding and had to be shut down in 2000, however the site paved the way for such giants as Facebook and LinkedIn and opened a world of brand communities.

There are two types of brand communities, depending on the community host. One type is a consumer-initiated community, voluntarily formed, interacting with members on a specific site, sharing valuable knowledge and experiences, highlighting the strengths and weaknesses of the product or service and not appealing strongly to other consumers in making purchases. The other type is a company-initiated brand community, which provides detailed insight of its products, gives sneak previews of new products and encourages consumer feedback to co-design and implement new ideas.³ Brand communities create a participatory experience for the customer. The outbound marketing techniques, or interrupting marketing, may soon be long gone. The customer no longer wishes to be interrupted by fliers, billboards or TV commercials. Permission marketing, or inbound marketing, is the way forward. It's the consumer who needs to give his permission to receive marketing material and who voluntarily joins, for example, a brand community, which in return provides space for interacting with like-minded individuals. In today's digital world marketing is becoming increasingly customer-centric and brand communities are thriving interactive environments that build loyalty and commitment.

In 1970 the owners of Harley Davidson decided to sell the famous Milwaukee brand, **endorsed** by Marlon Brando and James Dean, as the American motorcycle market began to be flooded with Asian brands like Honda whose bikes were lighter and more efficient compared to the heavy and big models of Harley. Unfortunately, there were not many buyers and the company was **on the brink of bankruptcy**. A buyer finally appeared in 1981 and it was

the management of Harley backed by Citibank. The company was sold for 81.5 million dollars.⁴ The new owners had to make the company successful again in a short period of time. One of the things the management did was to reformulate the competitive business strategy and business model around a brand community philosophy. The "brotherhood of riders", known also as HOG (Harley Owners Group) are joined together by an ethos, culture and lifestyle. There are over 1 million members who are not only highly passionate about their bikes but also share a need to serve their local communities. The **company's turnaround** was based on reinforcing the community-centric positioning and acknowledging the fact that the community is the rightful owner of the brand.⁵

Another successful brand community story comes from Procter and Gamble. In 2000 *BeingGirl* was created to unite young women all over the world to share stories of growing up. The informative website is a valuable source of answers to all those difficult questions about topics like menstruation, acne, eating disorders and dating. With the help of Anne, a resident expert, young women have a forum where they can exchange ideas and be heard. *BeingGirl* is like a digital big sister with whom you talk about things you would be too shy to talk about with parents. The site has also links to articles, videos and age-appropriate products. Some criticize Procter and Gamble, for taking advantage of young consumers by encouraging them to purchase their brand products, others claim that the site is very helpful and shows concern for that sensitive and **vulnerable** part of a girl's life.⁶ No doubt Procter and Gamble, thanks to the content and global reach of the site, builds brand loyalty among young girls.

Building a business and marketing strategy around a community brings a multitude of benefits for the brand. To name but a few, consumers are given a voice to express their satisfaction or dissatisfaction, which becomes a source for future product improvements or new designs; furthermore, opening a channel through which products are presented gives them **credibility** and lets them be easily sold without the actual selling. Engaging the customer heightens loyalty and **retention**.⁷ However, online communities value transparency and the lack of **ensorship**, therefore trust is of paramount importance. Every social media interaction is a marketing event, therefore companies need to know how to delicately balance the sales transactions with helping consumers meet their needs. For members, brand communities are a means to an end, not an end in themselves.⁸

MANAGE

COMPREHENSION CHECK

Decide if the sentences are True or False.

1. Facebook was not the first social networking site.	T F
2. Consumers prefer outbound marketing to inbound marketing techniques.	T F
3. To keep the company from going bankrupt, Harley decided to reformulate its business model around a brand community of bikers.	T F
4. Brand communities are sources of valuable information for product improvements and designs.	T F
5. Procter & Gamble's <i>BeingGirl</i> brand community is strongly criticised for making young girls buy only their products.	T F

VOCABULARY CHECK

1. Read the definition and write the correct word from the article. Focus on the words in bold.

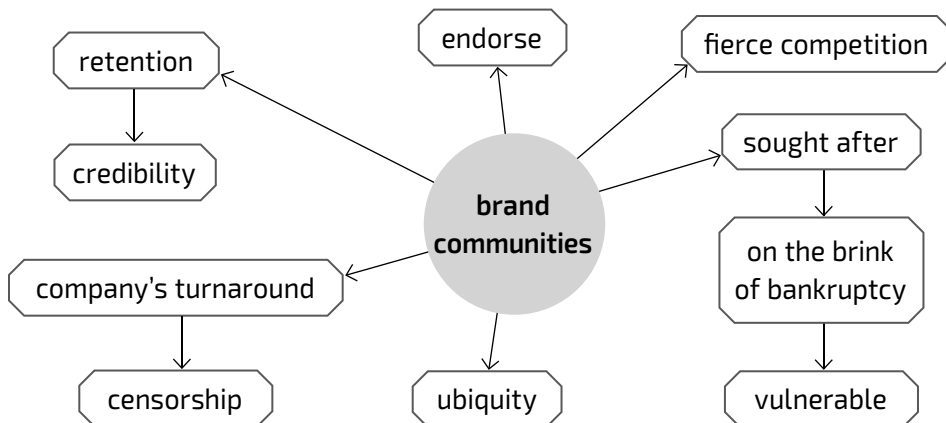
1. something which is highly desirable, worth having, looked for –
2. the quality of being trusted, believed in –
3. being close to having one's company shut down –
4. the practice of prohibiting parts of books, films, news, etc. from being read or viewed due to being immoral, politically inappropriate or a threat to security –
5. the fact of appearing everywhere or being common –
6. the financial recovery of a business that has been performing poorly over a period of time –
7. very strong rivalry –
8. the continuous possession of something –
9. to promote a product or service using a known celebrity –
10. In need of special care and support –

II. Read the sentence and write the correct word from the article. Focus on the words in bold.

1. If a company wants to have a product it should give it careful thought, as not every celebrity has a good reputation and could tarnish the product's brand image.
2. Customer is quite low, as the company has failed to come up with a loyalty scheme, so customers look elsewhere to make their purchases.
3. The of online purchases has unfortunately opened the door for fraudsters who take every opportunity to deceive customers into purchasing items from false online shops.
4. The start-up company, after a bad fiscal year, was when unexpectedly it received a substantial cash injection from an unknown business angel.
5. The company came under from a rival company that sold its products below production costs. Fortunately, the low quality of those products drove customers away.

SUMMARY CHECK (LISTENING)

Summarize the article by including the words below. The mind map may help you to structure your summary. We advise you to record the summary or note it down. To compare your answer with that of the author's listen to the recording or read the answer key.



MARKETING QUIZ

1. What are the two types of brand communities?
2. What is the difference between inbound and outbound marketing?
3. Name three benefits for a company who creates online brand communities?
4. Why is it easier to sell products through a brand community?
5. What is important for a brand community?

CREATE POWERPOINT PRESENTATION

BACKGROUND

You work as a marketing consultant in a well-known advertising agency. Your clients are key market players who offer well-known brands. You and your team were recently approached by a new client, who has decided to build a brand community around its business and marketing strategy.

SITUATION

The new client is a successful start-up company, *Watch For Me*, which sells custom-made watches. The company is a click-and-mortar business founded by four young entrepreneurs, whose mission statement is: *"We provide what you've always desired in a watch, with the highest quality and a personal touch."*

The founders would like to create a company-initiated brand community where customers will become involved in the design making, comment on the day to day usage of their watches and share their personal stories.

TASK

Prepare a **10-slide PowerPoint presentation** which will show your ideas on the content of the company-initiated brand community platform and aid your pitch to the client. With regards to the content of the platform consider the following:

1. How products will be presented.
2. How consumers can give feedback and co-design.
3. How consumers can share their experiences and stories.
4. Whether to include expert opinions.
5. Whether to include articles and what type.

POWERPOINT CHECKLIST

1. When preparing the slides remember:
2. The 6-6-6 rule (six bullet points per slide, six words in a bullet point, six bullet-point slides in a row).
3. If you use one-word bullet points, use nouns as they are more memorable.
4. Graphs need to be self-explanatory.
5. Consider including infographics.
6. Work with images.
7. Consider type and size of font.
8. Use one font size for all your slides and no more than two complementary fonts.
9. Choose an appropriate background color that works well with the text.

You can view a model answer at <http://www.alfalang.pl/marketing-insights-,62.html>.

MINI GLOSSARY

censorship , <i>noun</i>	cenzura
(company's) turnaround , <i>noun collocation</i>	poprawa finansowa firmy
credibility , <i>noun</i>	wiarygodność
endorse , <i>verb</i>	popierać, zachwalać
(fierce) competition , <i>noun collocation</i>	zażarta konkurencja
on the brink of bankruptcy , <i>expression</i>	na skraju bankructwa
retention , <i>noun</i>	zatrzymywanie
sought after , <i>phrasal verb</i>	poszukiwany, rozchwytywany
ubiquity , <i>noun</i>	wszegobecność
vulnerable , <i>adj</i>	bezbronny, podatny

NOTES

1. *Social Media Marketing – A Strategic Approach*, Melissa Barker, International Edition, South-Western Cengage Learning, 1976.
2. *Social Media Marketing – A Strategic Approach*, Melissa Barker, International Edition, South-Western Cengage Learning, 1976, p. 179.
3. Heehyoung Jang, prof I.S.Ko, The influence of online brand community characteristic on community commitment and brand loyalty, College of Business Administration, Chonnam National University.
4. Sam's stories: leveraged buyout, Harley Davidson and structured finance, 2017; retrieved from <https://www.hnfc.co.uk/finance-blog/leveraged-buyout>, March 2019.
5. Getting brand communities right, Susan Fournier, Lara Lee, *Harvard Business Review*, April 2009; retrieved from <https://hbr.org/2009/04/getting-brand-communities-right>, March 2019.
6. How Procter and Gamble wins young girls loyalty with Being Girl, Mailys Reslinger, 2015; retrieved from <https://potion.social/en/blog/procter-and-gamble-case-study>, March 2019.
7. 5 examples of brilliant brand communities that are shaping the online world, Marketing Insider Group; retrieved from <https://marketinginsidergroup.com/content-marketing/5-examples-brilliant-brand-communities-shaping-online-world/>, March 2019.
8. Fournier S., Lee L., Getting brand communities right, *Harvard Business Review*, April 2009; retrieved from <https://hbr.org/2009/04/getting-brand-communities-right>, March 2019.

Książka służy doskonaleniu umiejętności posługiwania się językiem angielskim w życiu zawodowym. Przeznaczona jest zarówno dla osób już aktywnych na rynku pracy w marketingu, promocji i reklamie, jak i dla studentów uczelni biznesowych. Napisana jest zgodnie z zasadami pisowni American English.

Podręcznik koncentruje się na rozwijaniu umiejętności pisania tekstów i dokumentów branżowych: notatek służbowych, korespondencji, sprawozdań oraz innych umiejętności językowych: rozumienia tekstu czytanego i słuchanego, formułowania wypowiedzi ustnych. Zawiera ćwiczenia gramatyczno-leksykalne z naciskiem na nauczanie terminologii specjalistycznej z dziedziny marketingu, promocji i reklamy, a w szczególności ćwiczenia doskonalące umiejętności niezbędne do analizy *case studies*, wprowadzania produktu na rynek, badania rynku, analizy SWOT oraz *brainstorming sessions*.

Autorki uczą Business English w Akademii Leona Koźmińskiego.



Malwina Dietrich – nauczyciel akademicki, metodyk i wieloletni lektor języka biznesowego. W swojej 20-letniej pracy motywuje, uczy i wspiera tych, dla których nauka języka angielskiego jest narzędziem do rozwijania kariery zawodowej.



Alicja Fandrejewska – doktor nauk humanistycznych, filolog, doświadczony wykładowca akademicki, tłumacz tekstów specjalistycznych i artykułów naukowych z dziedziny zarządzania i marketingu, ekonomii, finansów oraz IT.

