

WARM-UP:

1. Discuss the following online marketing methods and think about their pros and cons:

	PROS	CONS
Facebook/Google Ads		
Facebook fanpage		
Newsletters		
Sponsored blog posts		
Viral videos		

Which of the techniques above do you find the most effective and which the most annoying?

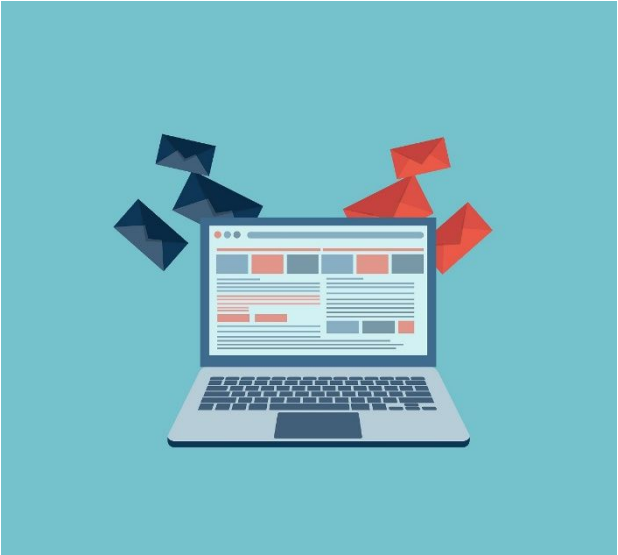
VOCABULARY:

2. Match the synonyms from both columns:

- | | |
|------------------|-----------------------------|
| 1. overload | a) excess |
| 2. predominantly | b) question |
| 3. resent | c) get worse |
| 4. bottom line | d) dull, ordinary |
| 5. deteriorate | e) essence, core, main idea |
| 6. mundane | f) mainly |
| 7. query | g) hate |

3. Put the words from points 1-7 in exercise 2 in the sentences below:

- a) Although the city still has a white majority, the public schools are black.
- b) Most should normally be answered within five working days.
- c) Just as today, in the past a great deal of rubbish was generated by the activities of everyday existence.
- d) People say we live in an age of information Right? I don't know about that, but I just know that I get too many marketing emails
- e) By 1987 the relationship between the two families had
- f) They wanted me to skip the overview of the experiment and get to the
- g) Anarchists may also seem to almost any form of control.





LISTENING COMPREHENSION:

4. Watch the TED Talk and note down the answer to these questions:

a) Why did James Veitch pretend to die when he was a child?

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b) What did James hate about receiving a marketing email?

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c) How many times did James try to unsubscribe?

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d) What did James offer to prepare for the shop opening?

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e) What game did James come up with after the shop was opened?

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f) How does James' program work?

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DISCUSSION:

5. Consider the points below:

• What do you think about the final sentence from the video?:

„If ever you feel weighed down by the bureaucracy and often mundanity of modern life, don't fight the frustration. Let it be the catalyst for whimsy” (whimsy = unusual, funny, and pleasant ideas)

• What kind of newsletters have you registered for? Do you keep track of them?

• How often do you unsubscribe from marketing emails you get?

• What's most irritating in email marketing?

• What do you think is the difference between email marketing and spam?

• How successful do you think marketing emails are? Have you ever bought something as a result of a marketing email?