



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?

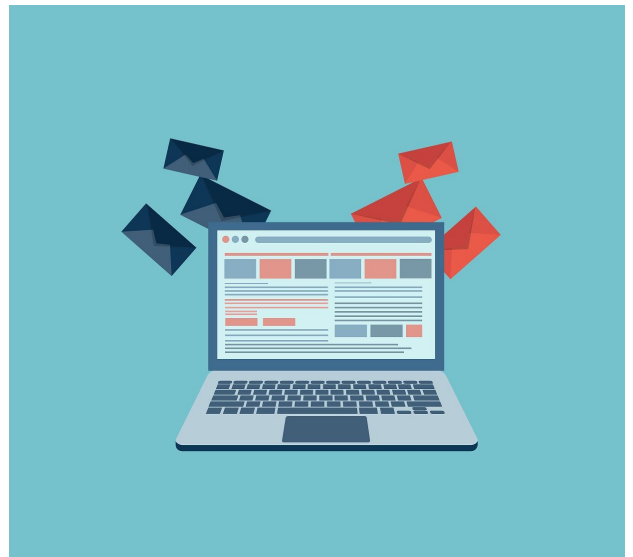
VOCABULARY:

2. Match the synonyms from both columns:

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

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

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

It was a game he used to play with himself to entertain himself whenever he was bored or frustrated.

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

He didn't remember signing up to it and he didn't think he should be excited about a shop opening.

c) How many times did James try to unsubscribe?

Twice. After the first and second email he got.

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

He offered to rent a bouncy castle.

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

He decided to reply to each email using an auto-responder.

f) How does James' program work?

Every time it receives an email from SafeMart, it just pings one back with a case number that is increased by one with each email.

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?