6 Market your product

(Topic areas: Advertising / Marketing / Social media / Brands)

Situation

You are doing an internship at *Adsurprisement*, a London-based marketing company.
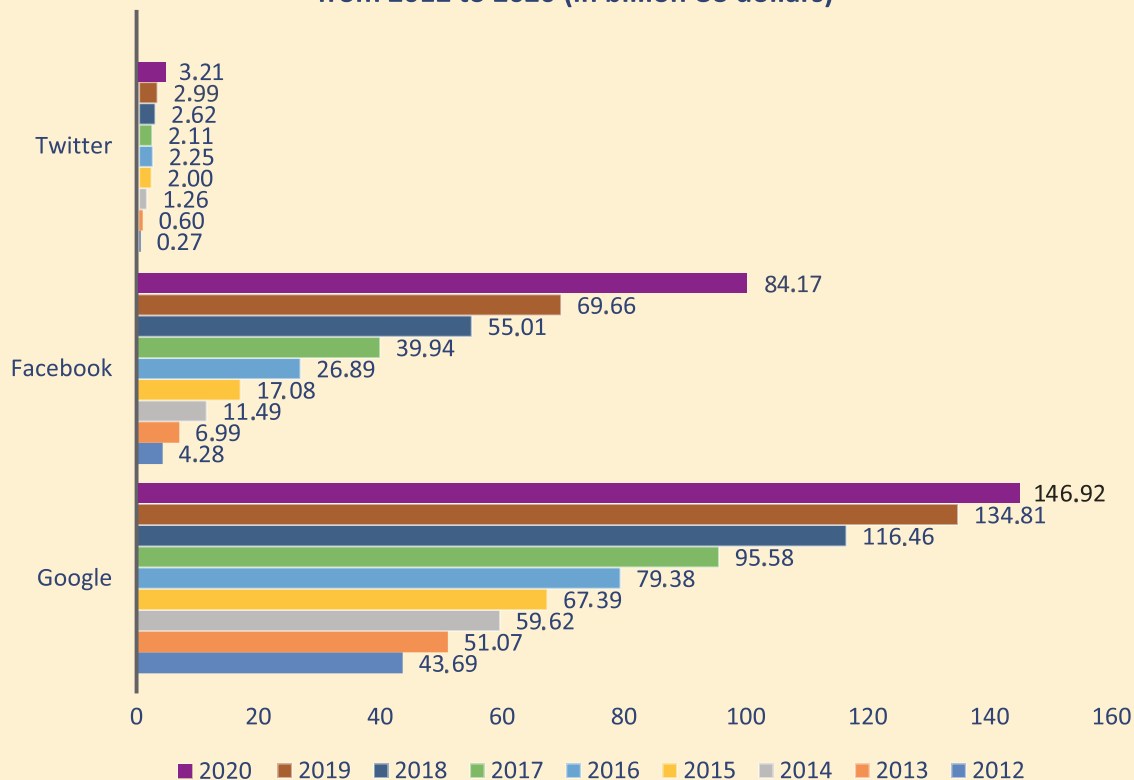
Individual long turn (4–6 minutes)

You are representing your company at an international marketing fair. You have been asked to give a presentation about effective marketing.

In your presentation you should

- ▪ describe how advertising revenue has changed from 2012 to 2020 (Input 1)
- ▪ present effective marketing strategies of successful companies
- ▪ evaluate the role of influencers in today's marketing (Input 2).

6 Input 1

Selected online companies ranked by total digital advertising revenue from 2012 to 2020 (in billion US dollars)

Twitter
- 3.21
- 2.99
- 2.62
- 2.11
- 2.25
- 2.00
- 1.26
- 0.60
- 0.27

Facebook
- 84.17
- 69.66
- 55.01
- 39.94
- 26.89
- 17.08
- 11.49
- 6.99
- 4.28

Google
- 146.92
- 134.81
- 116.46
- 95.58
- 79.38
- 67.39
- 59.62
- 51.07
- 43.69

Legend: 2020 ■ 2019 ■ 2018 ■ 2017 ■ 2016 ■ 2015 ■ 2014 ■ 2013 ■ 2012

Source: Statista, 2021

6 Input 2

Influencer marketing 101

What better way to attract new followers and customers than through an industry influencer?

What consumers are saying about influencers …

20 % of women will consider purchasing products supported by influencers.

30 % of consumers under 32 spend time on social media digesting peer written content.

47 % of US readers consult blogs to find new trends and ideas.

68 % of consumers trust online opinions from other consumers.

Conversions can increase **3–10 x** when brands share content through influencers in their industry.

Before you start speaking, read the bullet points carefully and take notes in the table.

bullet point 1
bullet point 2
bullet point 3

6 Boosting business

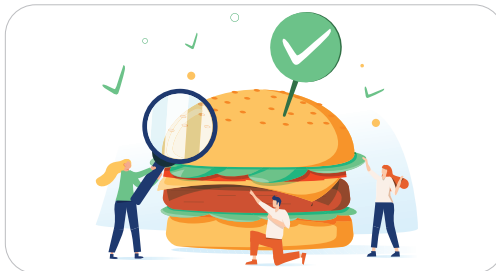*(Topic areas: Advertising / Media / Marketing / Communication)*

Situation

You are doing an internship at an advertising agency in Vienna. Your company intends to help start-ups boost their business.

Interaction (6–8 minutes)

In a video conference with an English-speaking entrepreneur you discuss effective marketing strategies. In your conversation you should

- evaluate effective means of advertising for his/her business
- propose ways to launch his/her latest organic-only burger (Input)
- outline the benefits and drawbacks of social media marketing for small businesses.

6 Input

Before you start speaking, read the bullet points carefully and take notes in the table.

bullet point 1
bullet point 2
bullet point 3