

B1

SECTOR VOCABULARY

≈ 27 MIN

Marketing Vocabulary – *practice on paper*

You have built the lesson — now lock in market, brand and campaign terms, brick by brick. New examples, same patterns.

Advertising in general: **advertising** · One single item: **an ad**

NAME

DATE

YOUR BUILD

1 · SORTING

2 · FILL-IN

3 · CORRECT

4 · WRITE

BRICK 1 · SORT THE MARKETING TERMS · APPROX. 4 MIN

Is it about the market and the people in it, or about the brand and its message? Market → left column. Brand → right column.

our target audience

a new competitor

a catchy slogan

8% market share

the new logo

our USP: fast delivery

a prospect from the trade fair

higher brand awareness

positioning as the simple choice

market research on young buyers

MARKET	BRAND

BRICK 2 · FILL IN THE MISSING WORD · APPROX. 6 MIN

Fill each gap with the fitting word. The hint in brackets tells you what the gap has to do.

- 01 Our spring will run on social media and in print. [a planned series of marketing activities]
- 02 We spend a third of the budget on online . [ads as an activity, uncountable]
- 03 Our main has just lowered its prices. [a company that sells similar products]
- 04 We now have a 12% market in Austria. [your part of all the sales in the market]
- 05 The form on our website brought in 200 new last month. [contacts who have shown interest]
- 06 Our is simple: delivery within 24 hours. [what makes us different, three letters]
- 07 The conversion went up from 1.5% to 2%. [the percentage of visitors who buy]
- 08 The agency has written a new to go with our logo. [the short, memorable line, not "claim"]

YOUR BUILD

1 · SORTING

2 · FILL-IN

3 · CORRECT

4 · WRITE

BRICK 3 · FIND AND CORRECT THE MISTAKE · APPROX. 7 MIN



Each sentence hides exactly one mistake. Underline it and write the whole sentence correctly.

01 We need a new advertising for the summer sale.

02 Our new claim under the logo is "Fresh ideas, every day".

03 We are planning a special action for new customers in June.

04 We advertise for our new app on social media.

05 The concurrence in this market is very strong.

06 We sent our new prospect to 2,000 customers by post.

BRICK 4 · WRITE YOUR OWN SENTENCES · APPROX. 8 MIN



Write one sentence for each prompt. Keep the three groups in mind: market, brand, campaign.

01 Target audience: say with "is aimed at" who a campaign is for.

02 Brand: describe with "Our USP is ..." what makes a product special.

03 Campaign: give a start date and a channel with "We're launching ...".

04 Results: report with "market share" or "conversion rate" how a figure has changed.

MINI-CHECK – CAN I DO THIS YET?

☐ I sort marketing words into three groups: market, brand, campaign.

☐ I say "advertising" for the activity and "an ad" for a single one.

☐ I call a German Claim a "slogan" and an Aktion a "promotion" or "special offer".

☐ I ask "Who is it aimed at?" with the preposition at the end.

Not every box ticked? Build the lesson once more and try this sheet again tomorrow.

Answer key

Check only when you have finished. Every answer comes with the **why** — the rule matters more than the result.

BRICK 1 · SORTING

- | | |
|---|--|
| <p>01 our target audience → market
<i>The target audience is the people you want to reach.</i></p> <p>02 a new competitor → market
<i>A competitor is part of the market.</i></p> <p>03 a catchy slogan → brand
<i>The slogan is the brand's short line.</i></p> <p>04 8% market share → market
<i>Market share is your part of all sales.</i></p> <p>05 the new logo → brand
<i>The logo is the brand's symbol.</i></p> | <p>06 our USP: fast delivery → brand
<i>The USP says what sets the brand apart.</i></p> <p>07 a prospect from the trade fair → market
<i>A prospect is a possible customer.</i></p> <p>08 higher brand awareness → brand
<i>Brand awareness is how well people know the brand.</i></p> <p>09 positioning as the simple choice → brand
<i>Positioning is the brand's place in customers' minds.</i></p> <p>10 market research on young buyers → market
<i>Market research studies the market and its people.</i></p> |
|---|--|

BRICK 2 · FILL-IN

- | | |
|---|--|
| <p>01 Our spring campaign will run on social media and in print.
<i>A planned series of activities is a "campaign".</i></p> <p>02 We spend a third of the budget on online advertising.
<i>Ads as an activity are "advertising", uncountable.</i></p> <p>03 Our main competitor has just lowered its prices.
<i>One rival company is "a competitor"; "rival" also works.</i></p> <p>04 We now have a 12% market share in Austria.
<i>Your part of all sales is your "market share".</i></p> | <p>05 The form on our website brought in 200 new leads last month.
<i>Contacts who have shown interest are often called "leads".</i></p> <p>06 Our USP is simple: delivery within 24 hours.
<i>What makes a product different is its "USP".</i></p> <p>07 The conversion rate went up from 1.5% to 2%.
<i>The percentage who buy is the "conversion rate".</i></p> <p>08 The agency has written a new slogan to go with our logo.
<i>The line with the logo is a "slogan"; "tagline" also works.</i></p> |
|---|--|

BRICK 3 · CORRECT

- | | |
|---|--|
| <p>01 We need a new ad for the summer sale.
<i>A single one is "an ad" or "an advert".</i></p> <p>02 Our new slogan under the logo is "Fresh ideas, every day".
<i>The line with the logo is a "slogan"; a "claim" is a statement.</i></p> <p>03 We are planning a special promotion for new customers in June.
<i>A short-term sales offer is "a promotion" or "a special offer".</i></p> | <p>04 We advertise our new app on social media.
<i>To promote your own app, use "advertise" with a direct object.</i></p> <p>05 The competition in this market is very strong.
<i>Rivalry is "competition"; "concurrence" means agreement.</i></p> <p>06 We sent our new brochure to 2,000 customers by post.
<i>A Prospekt is "a brochure"; "a prospect" is a possible customer.</i></p> |
|---|--|

BRICK 4 · WRITE

Your sentences may differ — just check that target audience, USP, launch and figure match the patterns.

- | | |
|--|--|
| <p>01 "Our summer campaign is aimed at students in Hamburg."
<i>Target audience with "is aimed at".</i></p> <p>02 "Our USP is free delivery within 24 hours."
<i>What makes the product special with "Our USP is ...".</i></p> | <p>03 "We're launching the new range on social media on 1 June."
<i>Product start with "launch", plus channel and date.</i></p> <p>04 "Our market share went up from 9% to 12% last year."
<i>Change with "went up from ... to ...".</i></p> |
|--|--|

NEXT BRICKS — KEEP BUILDING FREE ONLINE

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CONTACT

+49 511 4739339
james@englisch-lehrer.com

