



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?

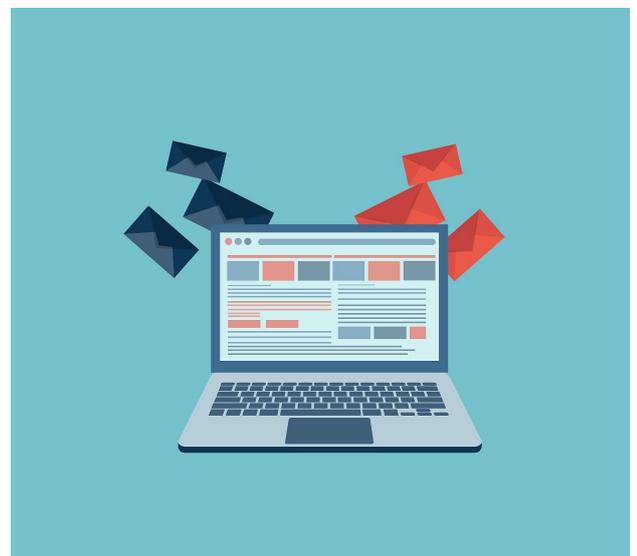
VOCABULARY:

2. Match the synonyms from both columns:

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