

ENGLISH PLUS

WITH
ANSWER
KEY

PRACTICE WORKSHEETS



PROFESSIONAL ENGLISH

MARKETING STRATEGY

Professional English | Marketing Strategy

1. Fill in the blanks with the words or phrases provided below.

- A company's (A) _____ describes how it will position itself and the products it sells or the services it provides in the competitive marketplace. The strategy includes a discussion of (B) _____, product and pricing policies, and proposed marketing and (C) _____.
- The company's (D) _____ is the written document which details the (E) _____ selected and specific marketing actions or marketing activities. It also examines the (F) _____ needed to achieve specified marketing objectives, such as an increase in sales or a successful (G) _____.
- You can develop a marketing plan using the stages known as AOSTC (Analysis, (H) _____, Strategies, (I) _____, and (J) _____).
- SMART objectives are objectives that are (K) _____, Measurable, (L) _____, Realistic and (M) _____.
- A summary of the marketing plan, known as the (N) _____, is included at the beginning of the marketing plan document.
- Should I focus on (O) _____ business, thereby keeping the customers we've got, or should I focus on gaining new customers?
- Do my customers share any patterns, habits, or (P) _____? For example, do they all shop in the same kinds of shops?
- Are there any (Q) _____ or groups of consumers that are (R) _____ - not provided for enough or at all?
- Do I have a clear (S) _____? One that is easy for the audience to

understand?

- How can I get (T) _____ from my audience? Which (U) _____ should I carry?
- How can I ensure the same (V) _____ across all my adverts and marketing efforts?

Objectives

Timed

repetitive behaviors

look and feel

market segments

marketing strategy

underserved

marketing message

target markets

market research

marketing plan

promotional initiatives

Achievable

marketing methods

executive summary

repeat

feedback

product launch

resources

Tactics

Control

Specific

Professional English | Marketing Strategy

1. A. ● marketing strategy B. ● target markets
C. ● promotional initiatives D. ● marketing plan
E. ● marketing methods F. ● resources
G. ● product launch H. ● Objectives
I. ● Tactics J. ● Control
K. ● Specific L. ● Achievable
M. ● Timed N. ● executive summary
O. ● repeat P. ● repetitive behaviors
Q. ● market segments R. ● underserved
S. ● marketing message T. ● feedback
U. ● market research V. ● look and feel