



Санкт-Петербургский  
государственный  
университет  
[www.spbu.ru](http://www.spbu.ru)

Блок 2 модуль 2 Marketing

# Online Marketing

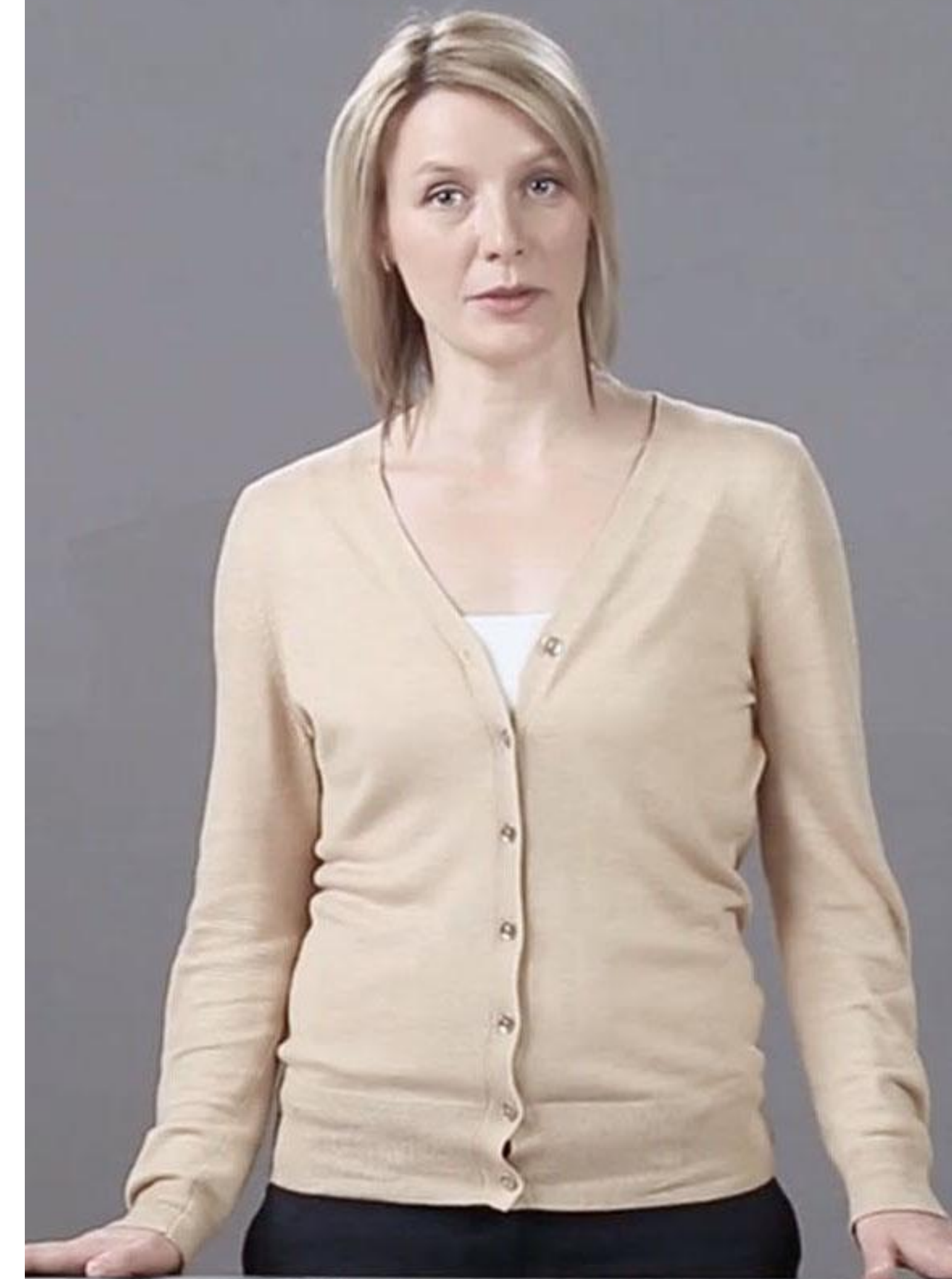
Потапова Тамара Михайловна

Старший преподаватель кафедры иностранных языков в сфере  
экономики и права

# What is online marketing, its types and advantages



[https://medium.com/@jcron\\_89878/what-is-online-marketing-types-advantages-and-how-to-do-it-in-2018-e921cc3f3624](https://medium.com/@jcron_89878/what-is-online-marketing-types-advantages-and-how-to-do-it-in-2018-e921cc3f3624)





# What is online marketing?

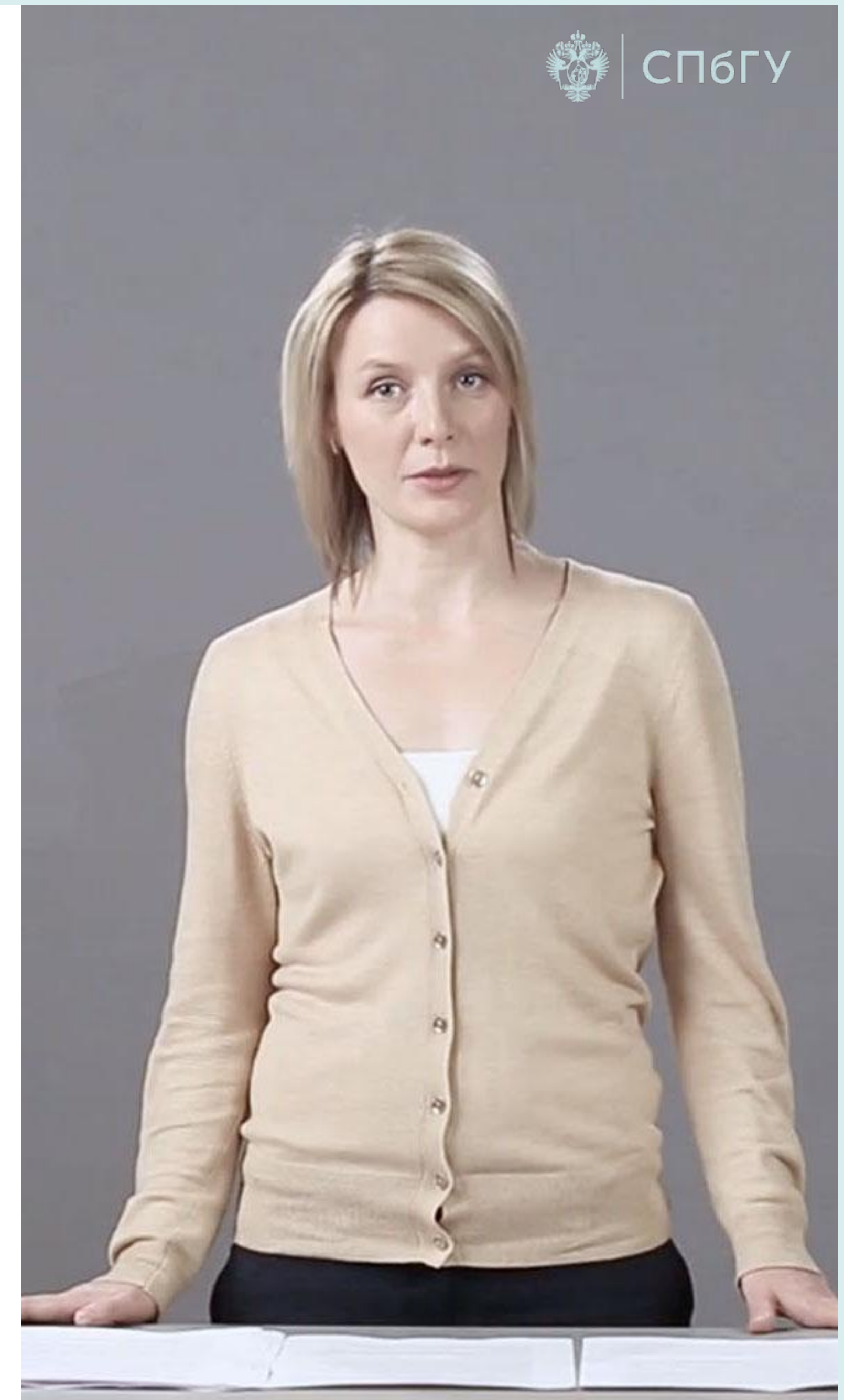
**Online marketing is a way to promote your business online**

to promote (продвигать)—What can we promote? – we can promote – a business, a product, a service..and a person..



# Online marketing VS offline marketing

- Why do we distinguish them?
- How do we distinguish them?
- Why is online marketing better than offline one?





# Why do we distinguish online and offline marketing?

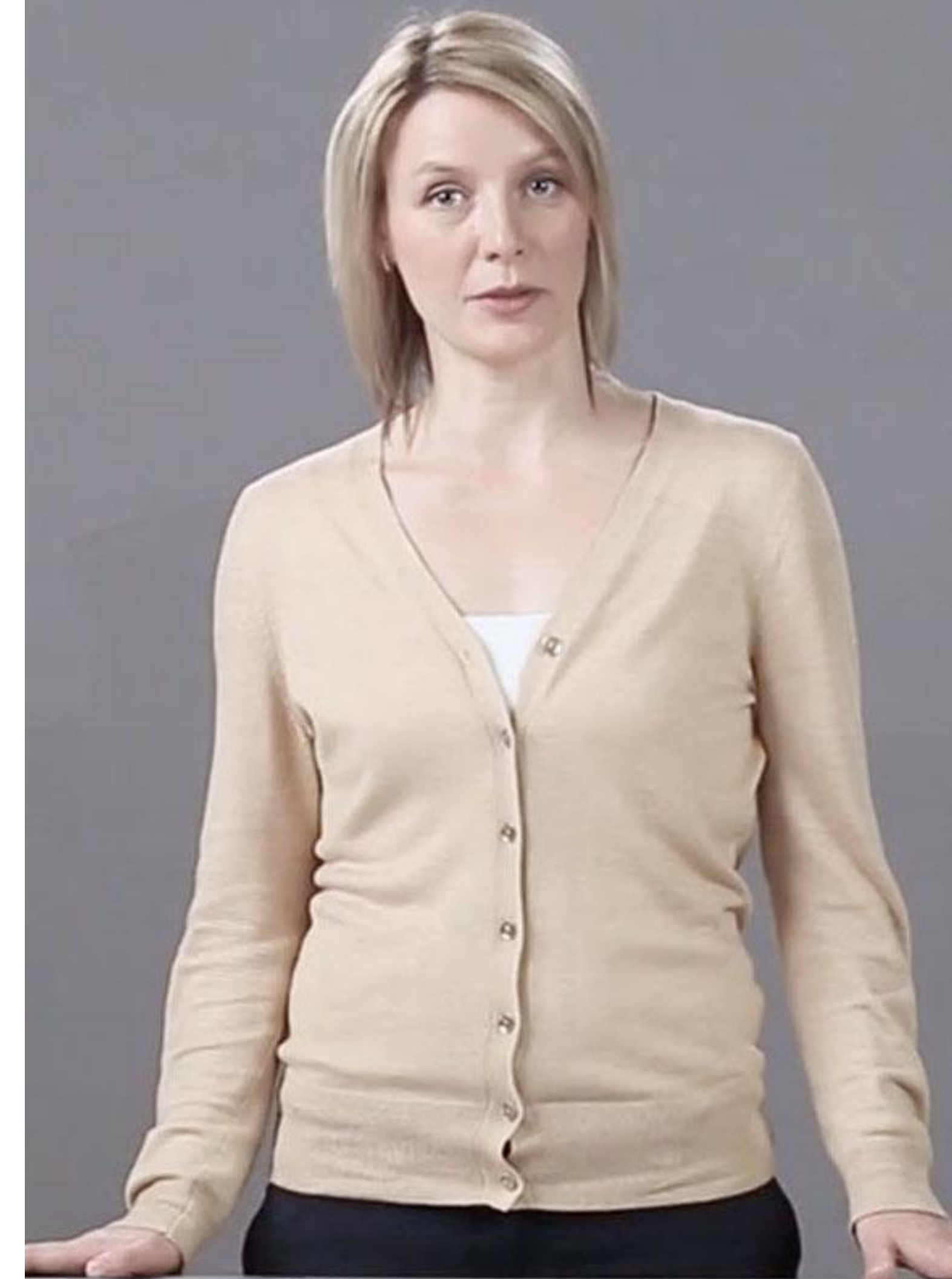
- We distinguish online and offline marketing because online marketing offers / has significant advantages over the alternative.

To distinguish: - smth. and smth. (отличать что-то от чего-то)

To distinguish between / among

To offer smth. – предлагать что-то

To have an advantage over smth./smb. – иметь преимущество над чем-то (кем-то)



# Why is online marketing better than offline one?

You can reach more people, build your brand faster, and track your progress easier.

**To reach smth. – достигнуть чего-либо**  
**To reach smb. – связаться с кем-либо**  
**To track smth. – отследить что-либо**





# What are the ways of online marketing?

There are many ways of online marketing. Choice depends on your product and your customers' personalities.

**Choice - выбор**

**To depend on smth. – зависеть от  
чего-либо**

**A customer - покупатель**

**Personality - личность**



# Websites

They are essential for online marketing. They form the business's "home base."

Essential = important = basic – очень важный, основополагающий





# Search Engine Optimization (SEO) – ОПТИМИЗАЦИЯ ПОИСКОВОЙ СИСТЕМЫ

When you optimize your website and other online properties for search engines, you make your content more accessible to your audience. SEO allows consumers to type search queries into Google and other search engines, then find your content.

- Optimize – make better, improve - улучшать
- Online properties – онлайн свойства
- To make content more accessible to – сделать контент более доступным для ...
- To type search queries – печатать поисковые запросы



## **Search Engine Marketing (SEM) - any advertising you make via search engines**


- **Advertising – рекламная деятельность**
- **Advertisement – advert- ad - рекламное объявление – в разных стадиях сокращения полной формы слова**
- **To gain an advantage – получить преимущество – как вариант to get an advantage**
- **Effect – эффект**
- **To take effect – начать действовать, вступить в силу**





# Email Marketing

## It is very useful. Why?



**It gives a direct line to current, past, and prospective customers.**



**it helps you keep your brand fresh**



**people associate your brand with good things, something they can trust.**



## Email marketing -2

- A direct line to – прямой доступ к
- Current, past, and prospective customers – настоящее, прошлые и возможные покупатели
- To release - выпускать
- Digital products – цифровые продукты
- To make an audience aware of smth. –ознакомить аудиторию с ...
- To keep the brand fresh - поддерживать свежесть бренда
- To associate smth. with smth. –ассоциировать что-либо с чем-либо





## Banner Advertising (реклама при помощи баннера)

Is it dead? – No, it is not.

Does it work well? – Not as well, as it used to.

Can it help? – Yes, it can help to boost a product.



# Banner advertisements (ads)

## How do they look like?

Banner ads are the rectangular or square ads you see on websites — often above content, in the sidebar, or below content. A banner ad typically leads to a sales page.





## Banner ads – expressions

- As it used to be – как бывало (было) ранее
- To boost brand awareness – подстегнуть рост узнаваемости бренда
- To attract - привлекать
- Impulse purchaser – импульсивный покупатель
- Rectangular or square – прямоугольный или квадратный
- To lead to – вести к
- To produce great results - показывать большие результаты



# Blogging

Blogging helps to build positive image of our product.

It helps our existing customers make better use of our platform

It is a way to not only attract customers, but also to retain them





## Blogging - expressions

- **To build positive image – создавать позитивный образ**
- **To make better use of the platform – лучше (качественнее) использовать выбранную платформу**
- **Attract customers – привлекать покупателей**
- **To retain customers – удерживать покупателей**
- **To be engaged in business – заниматься бизнесом**

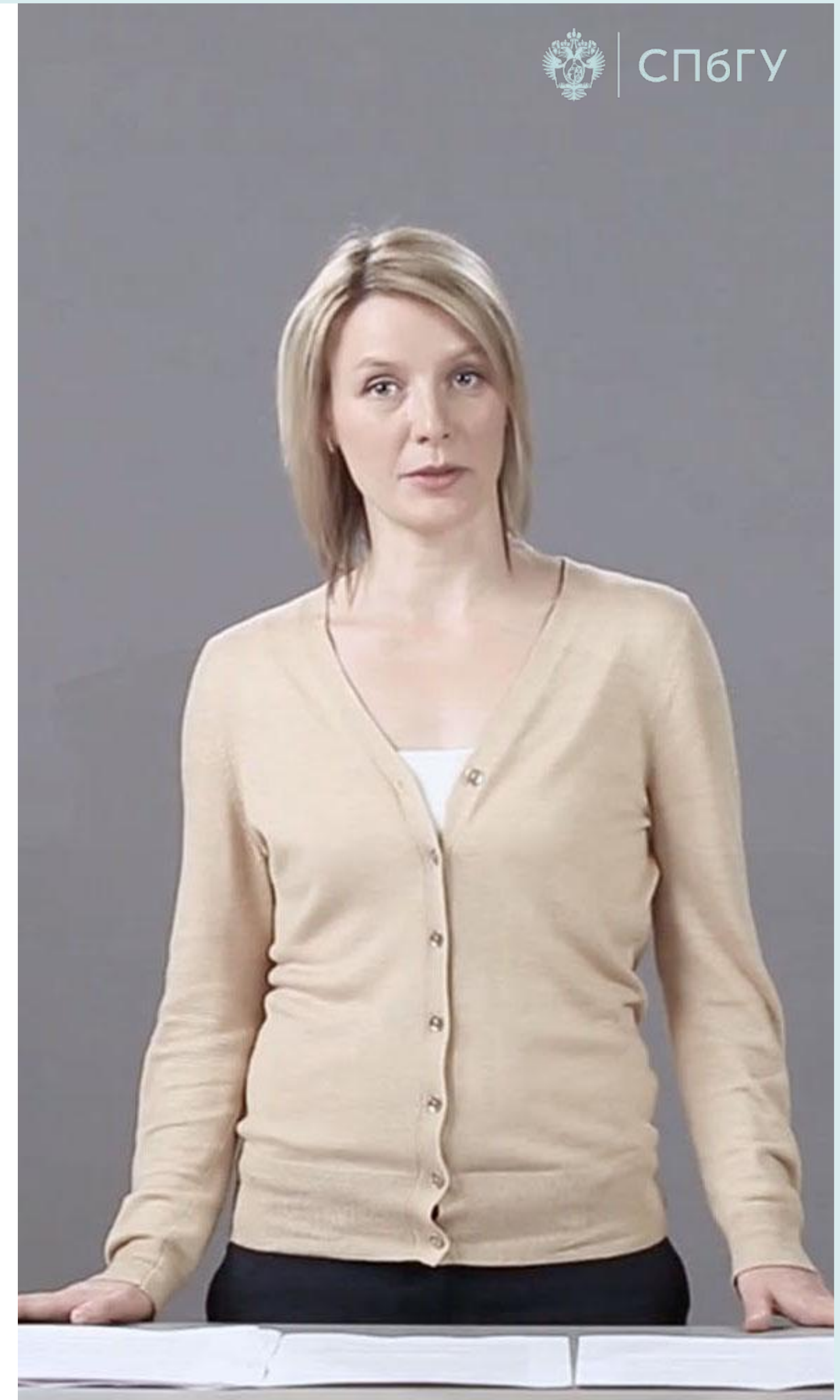


# Participation in Forums or Discussion Groups and Social Media

**Spending time in industry forums and discussion groups can help market your business**

**Answering others' questions, participating in discussions, can build credibility with those audiences**

**You can send people to your digital products.**





# Facebook, Twitter, Instagram, and the other major players give us a chance

**To share news with friends and family members**

**To get information and inform others**

**To built businesses exclusively around social media activity.**



## Forums and Social media expressions

- **To market business** – продвигать бизнес на рынке
  - **To participate in discussions** – участвовать в обсуждениях
  - **To build credibility** – создать доверие
  - **To be on social media** – участвовать в социальных сетях
- 
- **To share news with smb.** – делиться новостями с кем-либо
  - **To build business around social media activity** – строить бизнес на активности в социальных сетях
  - **Exclusively (наречие)** - исключительно





# Now we know how to speak about online marketing



[https://medium.com/@jcron\\_89878/what-is-online-marketing-types-advantages-and-how-to-do-it-in-2018-e921cc3f3624](https://medium.com/@jcron_89878/what-is-online-marketing-types-advantages-and-how-to-do-it-in-2018-e921cc3f3624)





Санкт-Петербургский  
государственный  
университет  
[www.spbu.ru](http://www.spbu.ru)



1. [https://medium.com/@jcron\\_89878/what-is-online-marketing-types-advantages-and-how-to-do-it-in-2018-e921cc3f3624](https://medium.com/@jcron_89878/what-is-online-marketing-types-advantages-and-how-to-do-it-in-2018-e921cc3f3624)