Connecting to Clients and Employees/ Advertising and Marketing

Units 3 & 4



Let’s talk!



01

What makes a business’s website look profesionals?



02

How can companies use a website to communicate with clients and employees?



03

Why is online advertising popular?

From: fdavidson@davidsonweb.com
To: staff@davidsonweb.com
Subject: New Client

davidson WEB

All,
The owner of Dartmouth Enterprises signed a contract today to secure our web design services. His company specializes in **CAD** for manufacturing facilities. He'll be sending us the information he wants included in the website soon. In the meantime, he's told us what his requirements are for this project.

First, he stressed a very professional appearance, so that means no **applets**. He doesn't want small applications cluttering up his page. It also means no **anchors**, so all navigation should be done through the menus.

Second, he wants separate sections for employees and clients. For his employees, he'd like an **electronic bulletin board** to streamline communication and a **CBT** section to keep his employees up-to-date with new training requirements. For his clients, all he requires are a helpful **FAQs** section and a **multimedia** section with a **media player** showcasing his company's capabilities. He'll send us a **DVD** with the footage and images he wants included. We'll need to convert it to an **MPEG**. He doesn't want us using a Flash© player because he doesn't think the quality is good enough.

The rest is up to you, but remember our emphasis on **reliability**.

Frank Davidson
Davidson Web Design

CLICK HERE FOR MORE INFORMATION

5 anchor

2 Read the email from the owner of a web design company to his employees. Then, choose the right answers.

1 What is the email mostly talking about?

A a dissatisfied new client
B a description of a new project
C what bulletin board to include in a project
D types of media players a client is interested in

2 Which of the following does the new client specialize in?

A CBT
B CAD
C multimedia
D applets

3 What can be inferred about a Flash© player?

A It is not very reliable.
B It plays video from DVDs.
C It is easier to use than other media players.
D It has lower quality than other media players.

Vocabulary

3 Match the words (1-9) with the definitions (A-I).

1	B CAD	5	I multimedia	9	E electronic bulletin board
2	G FAQ	6	C Flash©		
3	F DVD	7	A anchor		
4	D CBT	8	H media player		

A a word, phrase, or image that is used as a link
B using a computer to design products
C a media format used to add videos and other media to a website
D using a computer to train employees
E a shared file that can be used to spread information
F a storage device used for videos
G a list of common questions and their answers
H a device used to display videos
I any type of media used on a webpage, including images and videos

4 Fill in the blanks with the correct words:

applet, reliability, MPEG.

1 Add a(n) applet to make the page more interesting.

2 This product will work correctly for a long time. It has good reliability.

3 Can you convert this old movie to a(n) MPEG format?

Listening

6 Listen to a conversation between a client and a web design company employee. Mark the following statements as true (T) or false (F).

1 T The multimedia section is not finished.

2 T The client decides to use Flash® player.

3 F The client wants the site to go online today.

7 Listen again and complete the conversation.

C: I see. And how is that **1** _____ _____?

E: Actually, we're having a little trouble with it.

C: Why's that?

E: Well, the **2** _____ _____ you requested won't work on all computers. I'd suggest using **3** _____ player instead.

C: I just don't think Flash® player has a **4** _____ _____ _____. I want my potential clients to be able to see everything clearly.

E: I understand, but using Flash® player will **5** _____ _____ _____ _____ the media you've given us.

C: I'll think about it, but everything else is finished?

E: Yes. Actually, the rest of the site could **6** _____ _____ today.

It is time to debate!

- **1. Do you think that you can judge a company only by its website? Why or why not?**
- **2. Is it important for all websites to have pictures and videos? Why or why not?**
- **3. Do you trust companies that do not have a website? Why or why not?**
- **4. Do you trust all websites? Why or why not?**
- **5. Do you think that websites should be free? Why or why not?**
- **6. Do you think that a business can be successful without a website? Why or why not?**

9 You are a new client of a web design company. Use the email and the conversation from Task 8 to write out your requirements for your new website (120-150 words). Talk about:

- *Who you will communicate with on the website*
- *Sections you'd like included in the website*
- *What to avoid using when setting up the website*
- *How you'll get the web design company the information it needs*

04

Unit

Advertising and Marketing

Your idea

Your idea

What advertisements get your attention?

Your idea

Your opinion

Your idea

Your idea

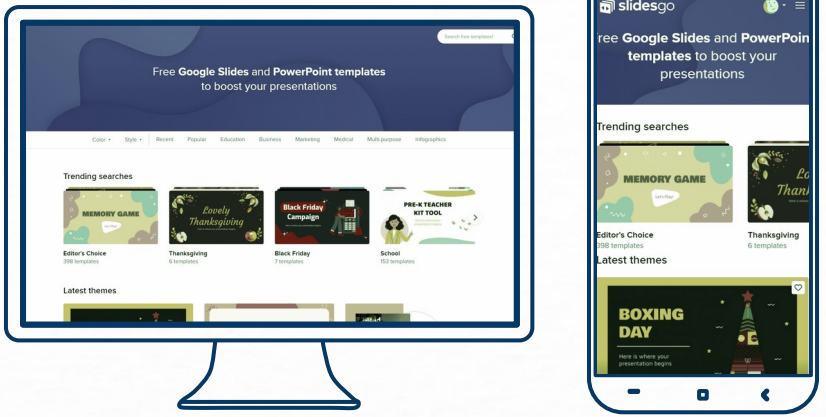
Where is the most effective place to advertise?

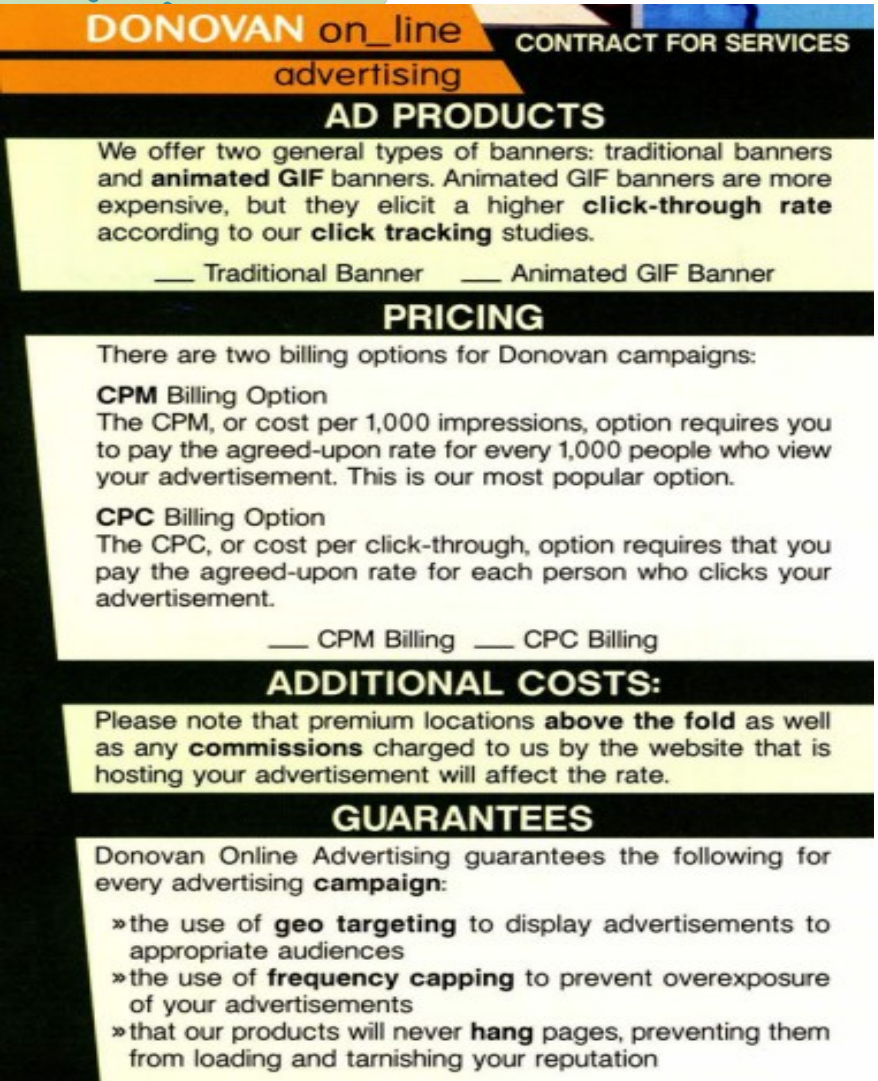
Your idea

Your opinion

Boost your vocabulary

https://quizlet.com/_ccb8cf?x=1qqt&i=3fju7z





DONOVAN on_line advertising

CONTRACT FOR SERVICES

AD PRODUCTS

We offer two general types of banners: traditional banners and **animated GIF** banners. Animated GIF banners are more expensive, but they elicit a higher **click-through rate** according to our **click tracking** studies.

___ Traditional Banner ___ Animated GIF Banner

PRICING

There are two billing options for Donovan campaigns:

CPM Billing Option
The CPM, or cost per 1,000 impressions, option requires you to pay the agreed-upon rate for every 1,000 people who view your advertisement. This is our most popular option.

CPC Billing Option
The CPC, or cost per click-through, option requires that you pay the agreed-upon rate for each person who clicks your advertisement.

___ CPM Billing ___ CPC Billing

ADDITIONAL COSTS:

Please note that premium locations **above the fold** as well as any **commissions** charged to us by the website that is hosting your advertisement will affect the rate.

GUARANTEES

Donovan Online Advertising guarantees the following for every advertising **campaign**:

» the use of **geo targeting** to display advertisements to appropriate audiences
» the use of **frequency capping** to prevent overexposure of your advertisements
» that our products will never **hang** pages, preventing them from loading and tarnishing your reputation

2 Read the online advertising company contract. Then, mark the following statements as True (T) or False (F).

1 T Donovan Online Advertising offers two types of banners.

2 T Most clients prefer the CPM billing option.

3 F Geo targeting prevents overexposure to advertisements.

Vocabulary

3 Write a word that is similar in meaning to the underlined part.

1 Geoff chose pricing determined by how many people are able to view the ad.
_ P _

2 This company offers many advertising opportunities.
_ _ p _ _ d _ _ _ _

3 It's important to use a process of ensuring that visitors don't see the same ad repeatedly.
_ _ _ _ _ e _ c _ _ a _ _ _ _ g

4 A process of ensuring that ads are shown in relevant areas avoids wasting money.
_ e _ t _ _ _ _ t _ _ _

5 Pricing determined by how many people click on the ad can be expensive.
_ P _

6 That banner got a low ratio of ads clicked on ads viewed.
_ _ _ c _ - _ _ r _ _ g _ r _ _ _

7 The firm does a process of counting the number of clicks an ad receives weekly.
_ l _ _ k _ _ _ c k _ _ _

8 Multiple GIF files in advertisements that create animation always get a better response.
_ _ _ m _ _ _ d G _ _ s

9 Some ads prevent a website from loading all the way.
_ _ n _

4 Fill in the blanks with the correct words: *commission, above the fold, campaign.*

1 The website is asking for a high commission to host ads.

2 Ads that are above the fold are more expensive, but more visible.

3 The last campaign increased sales.

Imagine that you have your own an Internet advertising company. Fill out the following information about your ads individually.



Types of Advertising:
Rates:
Additional Costs:
Guarantees:

tening

6 **Listen to a conversation between a caller and an online advertising company employee. Choose the correct answers.**

1 What is the caller asking about?

A which banner is most popular
B why the commission is so high
→ C how rates and pricing are decided
D how to change an advertisement's location

2 What can be inferred about the caller?

→ A He has not selected a pricing option.
B He thinks Donovan's rates are too high.
C He will choose the CPM billing option.
D He wants to host advertisements on his website.

7 **Listen again and complete the conversation.**

Employee: Well, 1 _____ _____ _____ _____ _____, meaning you pay a certain rate for every 1,000 people who view the banner.

Caller: And that's the most 2 _____ - _____ option?

Employee: Yes, that's correct.

Caller: I see. So how do you determine 3 _____ _____ _____ is going to be?

Employee: There are actually two things that affect that. The 4 _____ _____ the banner is one of them.

Caller: Okay. Could you explain that?

Employee: Sure. Banners that are above the fold are more expensive. That's just because people don't have to 5 _____ _____ _____ _____ _____.

Caller: I see. The contract also mentions something about 6 _____.

Writing

9 **You are an online advertising company employee. Use the contract and the conversation from Task 8 to write about how advertising with your company works (120-150 words). Talk about:**

- *The banner options*
- *The billing options*
- *How the rate is determined*
- *What your company guarantees*

USE LANGUAGE SUCH AS:

I have some questions about ...
So how do you determine ...?
Could you explain that?

Student A: You are calling an online advertising company. Ask Student B about:

- billing options
- the most popular option
- how location affects the rate

Student B: You are an advertising company employee. Answer Student A's questions.

THANKS

Do you have any questions?



Our Team



David James

You can replace the image on the screen with your own



Keanu Doe

You can replace the image on the screen with your own