



Marketing terms associated with 'brand'

- 1) **Brand loyalty:** The willingness of people to keep buying the same product from the same company.
- 2) **Brand name:** The title given to the product. Example: *The Double Whopper with Cheese from Burger King.*
- 3) **Brand image:** The ideas and beliefs people have about the product, group of products. Does it have a reputation for being well made, stylish, affordable?
- 4) **Brand stretching:** Using an existing brand name across new and different product(s). Example: *The Apple watch!*
- 5) **Brand awareness:** The familiarity people have with a particular product or group of products. **Source: Market Leader**

Marketing terms associated with 'market'

- 1) **Market leader:** The best-selling product/brand in the market.
- 2) **Market share:** The percentage of a particular market one company has.
- 4) **Market challenger:** The second biggest company/brand in the market. The company is actively looking for first place!
- 5) **Market segment:** A group of customers with similar characteristics, for example: age, income, social group etc. **Source: Market Leader**

My top four idioms associated with buying and selling

- 1) **Hard sell (aggressively selling a product).**
Example: The salesman really went for the hard sell.
- 2) **Make a cold call (trying to sell a product to somebody you have never met).**
Example: I hate having to make cold calls in my new sales job!
- 3) **Plug a product (to promote a product).**
Example: They are plugging the product by handing out flyers across the shopping centre.
- 4) **Carve out a niche (to successfully create a new, often exclusive, market for your product).**
Example: We managed to carve out a niche for our luxury range of designer glasses.

In the next edition – Business change

Critically reviewing a product: Questions to ask before purchasing a product

Is it **flimsy** (*breaks easily*) or **robust** (*strong*) and **durable** (*lasts a long time*)?

Is it **value for money**? This does not necessarily mean it is either *cheap* or *expensive*.

Is it **fashionable, trendy**? (*Trendy* means the same as fashionable but is a little more informal). Do you care?

Is it **green**? Was this product produced in an *environmentally friendly* way?

Is it **ethical**? For example were the local producers or labour force *well paid* and treated *fairly*?

Quote of the month

'We buy things we don't need with money we don't have to impress people we don't like.'

David Ramsey

Preposition corner - verbs and prepositions

- He sells *directly to* the customer.
- We can offer a significant discount on our new range of products.
- We can guarantee delivery by the third of March.
- We dispatch the majority of our products by lorry.
- Customer satisfaction levels have increased by 10% according to our recent survey.