

Unit one Sales Promotion

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学习目标 learning objectives

01. 谈论促销

Talk about sales promotion

02. 表达意图

Express intentions

03. 表达赞同或不赞同

show agreement or disagreement

04. 写促销海报

Write sales posters



Reading:Development of Online Marketing

网络营销的发展



Most Successful Advertising Slogans (最成功的广告语)



Nike

Just do it!

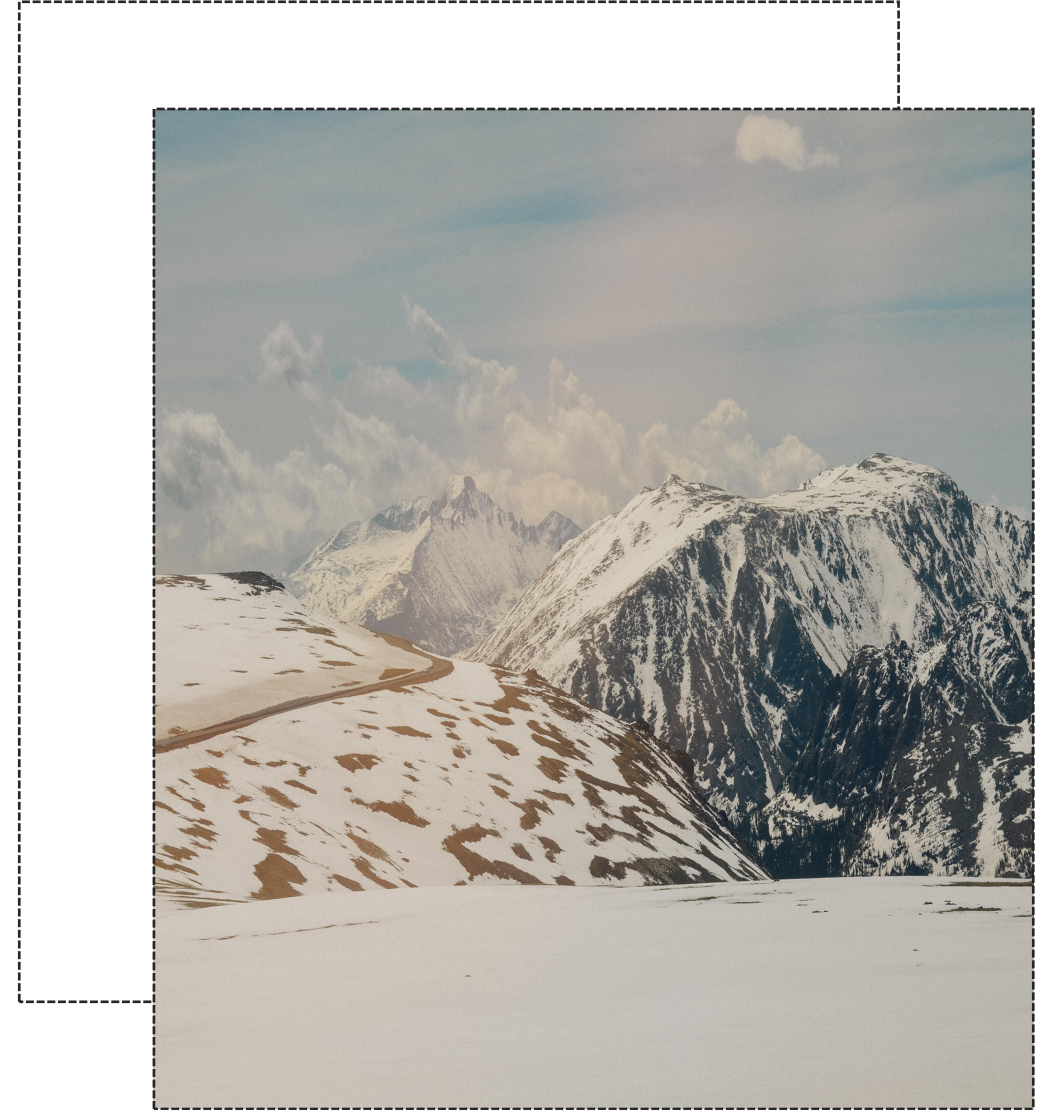


Coca-Cola

Taste the feeling

Development of Online Marketing

With the **introduction** of the Internet, there came **many changes to** the way a company might **carry out** a marketing strategy. About ten years ago, we shopped only **at local stores** in the market place using cash. Now a new world has been **opened up to** people around the globe through **the World Wide Web**. We are able to **browse** the fanciest shops in the world from home, “**virtually**” **that is**. The technology of secure transactions on the Web has greatly improved and the **rush** to buy from online shops has demonstrated a growing consumer acceptance of online marketing. Increasingly, online marketing is



阅读小结

- 1.many changes to sth 某物发生很多变化
- 2.carry out 执行、实现、完成
- 3.open sth up to sb 向某人开放某物
- 4.virtually虚拟的 eg:virtually reality虚拟现实
- 5.that is 换言之，也就是说
6. rush (很多人) 争做、急需、抢购
7. no longer=not any longer 不再
- 8.electronically-based 副词+动词过去分词=形容词
eg:slowly declined 缓慢下降的
- 9.in short=in brief总之、简而言之



Online marketing is an **electronically-based** industry. **In short**, it refers to the **conducting of business** through the Internet. It is a way of buying and selling goods and services, and negotiating trade through digital communications.

Online marketing allows businesses to reach a wider market while cutting costs, saving time and eliminating tons of paperwork. Most online retailers ask the customers to pay with a credit card. Regular buyers are issued electronic or digital signatures which are protected by passwords, enabling them to transact business securely via the Internet.

Online marketing is still in its early stage, as problems such as how to deal with credit card fraud on the Internet still have to be dealt with. But its future looks rosy. With the development of computer technology, e-commerce will inevitably become a “must” in our everyday lives. There is no doubt e-commerce



网络营销的发展

随着互联网的引入，各公司实施的营销策略也发生了许多变化。大约十年前，我们只在当地的商店用现金购买商品。如今，万维网为全世界的人们开辟了一个新天地。我们在家就可以浏览世界上最时尚的商店，当然是“虚拟地”浏览。目前网络安全交易技术已经大大提高。网上购物的急速增长表明消费者对网络营销的接受程度在日益增长。逐渐地，网络营销不再只是一个选择，而成为一种必然。网络营销是一个以电子信息技术为基础的产业。简而言之，它是指通过互联网进行商业活动的模式。网络营销是通过数字通信进行商品和服务的买卖，以及贸易协商的方式。

网络营销使企业延伸到更加广阔的市场，同时还能降低运营成本，节省时间并减少大量的文案工作。大多数网上零售商要求客户使用信用卡支付。商家通常会给老顾客发放电子或者数字签名卡，受到密码保护，这样，顾客就能够在网上安全进行交易了。网络营销还处在起步阶段，如何解决网上信用卡欺骗等诸多问题仍然有待解决。但网络营销的未来一定会前程似锦。随着计算机技术的发展，电子商务必将成为我们日常生活中的“必须”。毋庸置疑，电子商务的时代已经到来。





语法总结

while后 接现在分词的用法

CUSTOM IT NOW →

Online marketing allows businesses to reach a wider market while cutting costs, saving time and eliminating tons of paperwork.

线上营销使企业延伸到更加广阔的市场，同时还能降低运营成本，节省时间，并且减少大量的文案工作。

- 当 while 引导的状语从句和主句的主语一致时，可以采用 while doing ... 的形式，在句子中作状语。例如：

How do you make a profit while making a difference?

While working in Southeast Asia in the mid 1990s, I became a branch manager in a factory.



We are able to browse the fanciest shops in the world from home, “virtually” that is. 我们在家就可以浏览世界上最时尚的商店，当然是“虚拟地”浏览。

- 句子中 fanciest 是形容词 fancy 的最高级。当形容词以“辅音字母 + y”结尾的时候，需要变 y 为 i，再加 -est 来表达最高级的概念。例如：

What is the earliest time you can make delivery?

December is the busiest season of the year for many companies.



形容词 最高级形式

← CUSTOM IT NOW



Thanks

谢谢观看

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

