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#### Vocabulary: marketing 词汇: 营销

Everybody likes to get a **freebie** – something given to you to try for free. On my commute to work today I was offered a **complimentary** sample of washing powder and a bottle of new mineral water. Lucky me eh? Well it's not necessarily down to luck – where you can grab a freebie depends on a number of factors.

For businesses, giving out something for nothing is an important **marketing** technique. We might not give it much thought but they are keen to see our reaction and hear our **feedback** and ultimately make us buy more. But who they hear from is very crucial. They want to target the so-called **trendsetters** and **influencers**, in the hope that they will speak positively about the product and then sell more.

In the UK, the makers of an **upmarket** popcorn **brand** gave out free packets at London's Fashion Week to **create a buzz** about their product by fashionable people. A spokesman said "It's less about immediate increase in sales, and more about getting our product in the hands of people who will excitedly and personally **engage in** our brand and story."

Living in a capital city certainly improves your chances of getting a freebie. Not only is the population larger but these places are often considered the trendsetter for **retail** purchases. So if you live in London, Paris or Beijing you'll probably see a new **promotional campaign** launched there first. The hope is that the fashionable city dwellers will try and like the new item and **endorse** it on social media. Eventually everyone around the country will know about it.

How businesses give away freebies is also of interest. According to behavioural economist Enrico Trevisan, they have three different approaches: "**future selling, cross-selling and up-selling**". The first is about giving something away assuming we will like it and buy more later. "With cross-selling, the company tries to gain new **clients** through an entrance product, with the intention of selling them additional products during their life cycle" and 'up-selling' happens when a basic version is given away for free but charges a client for more advanced and complete versions. Maybe you've experienced one of these approaches?

Of course a freebie is not actually free – someone has to pay for it and this usually comes from a firm's marketing **budget** which is funded by the products we buy – so the expression '**there's no such thing as a free lunch**' could be true!

## 词汇表

a freebie	赠品，免费品
complimentary	(公司) 免费赠送的
marketing	销售，营销
feedback	反馈意见
trendsetter	引领潮流的人
influencer	(营销) 具有影响力的人
upmarket	高档的，高端的
brand	品牌
create a buzz	制造话题
engage in	参与到……中
retail	零售
promotional campaign	促销推广活动
endorse	宣传，推荐(产品)
future selling	远期销售
cross-selling	交叉销售
up-selling	追加销售
client	客户
budget	预算
'there's no such thing as a free lunch'	“天下没有免费的午餐”，即世上没有不劳而获的事情

## 测验与练习

### 1. 阅读课文并回答问题。

1. What did the makers of a popcorn brand want to achieve by giving free samples to people at The London Fashion Show?
2. How do businesses think consumers will spread the word about new products?
3. True or false: *Future selling is a technique that gives away free products in the hope that people will buy more advanced versions later on.*
4. Who pays for the freebies that are given out?
5. Name something a business wants to know from us when they give us a freebie.

### 2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Helen doesn't like the phone I got her. She is loyal to one \_\_\_\_\_ and won't use anything else!

brands	brand	branded	branding
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2. My brother is a \_\_\_\_\_. Whatever he decides to wear, his friends copy him.

freebie	client	trendsetter	cross seller
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3. The airport has an impressive business lounge, with free drinks and \_\_\_\_\_ wi-fi.

retail	budget	complimentary	promotional
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4. My new business is doing well – I already have over a hundred \_\_\_\_\_ on my database.

clients	client	cliants	clienters
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5. I knew the salesman was \_\_\_\_\_. He gave me a free computer game but he'll want me to buy the one with better graphics later.

cross selling	future selling	free selling	up-selling
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## 答案

### 1. 阅读课文并回答问题。

1. What did the makers of a popcorn brand want to achieve by giving free samples to people at The London Fashion Show?

**They gave out free packets at London's Fashion Week to create a buzz about their product by fashionable people.**

2. How do businesses think consumers will spread the word about new products?

**The hope is that the fashionable city dwellers will try and like the new item and tell people about it on social media.**

3. True or false: *Future selling is a technique that gives away free products in the hope that people will buy more advanced versions later on.*

**False. Future selling is about giving something away assuming people will like it and buy more later.**

4. Who pays for the freebies that are given out?

**We do. The money comes from a firm's marketing budget which is funded by the products we buy.**

5. Name something a business wants to know from us when they give us a freebie.

**They are keen to see our reaction and hear our feedback**

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Helen doesn't like the phone I got her. She is loyal to one **brand** and won't use anything else!

2. My brother is a **trendsetter**. Whatever he decides to wear, his friends copy him.

3. The airport has an impressive business lounge, with free drinks and **complimentary** wi-fi.

4. My new business is doing well – I already have over a hundred **clients** on my database.

5. I knew the salesman was **up-selling**. He gave me a free computer game but he'll want me to buy the one with better graphics later.