

1. Can you think of a highly successful marketing campaign by a famous company? Why was it so successful?
2. Can you think of any infamous marketing disasters? What went wrong?
3. Can you trust adverts that you see on social media?
4. Do you think that social media marketing is the future?
5. Would marketing through social media be effective for your company?
6. Do you pay any attention to email adverts? Do you think they work?
7. Can you think of any other ways of using the internet to market a product or service?
8. Is leafleting in the street an effective means of marketing in the 21st century?
9. Would you be happy to stand in the street and hand out leaflets?
10. What do you normally do with junk mail? Why do companies keep sending it?
11. Why do companies sometimes offer discounts on certain products? Why are they so effective?
12. Do you think gift vouchers are a good idea? Do you like receiving them?