TOEIC 900 Business English Lesson:

Lesson 25: Digital Marketing Strategy Discussion

Role-Play Dialogue Text (Approx. 10 minutes):

Digital Marketing Manager: Good morning. I'd like to discuss our new digital marketing strategy.

Creative Director: Good morning. What do you propose for the upcoming campaign?

Digital Marketing Manager: I believe we should focus on SEO and targeted advertising. If we optimize our online presence, then we could improve our conversion rates.

Creative Director: That's interesting. What additional measures do you suggest?

Digital Marketing Manager: I propose that we leverage social media analytics and content marketing. This approach might enhance audience engagement.

Creative Director: Excellent. Let's develop a comprehensive strategy and present it at our next meeting.

Digital Marketing Manager: I'm confident this strategy will be beneficial for our digital outreach.

Comprehension Questions and Sample Answers (Approx. 5 minutes):

1. **Q:** What is the main focus of the discussion?

   A: The discussion focuses on developing a digital marketing strategy.

2. **Q:** How is the conditional sentence used?

   A: "If we optimize our online presence, then we could improve our conversion rates."

3. **Q:** Which modal verbs are used in the dialogue?

   A: "Should" and "could/might" (e.g., "we should focus" and "this approach might enhance").

4. **Q:** What additional marketing measures are proposed?

   A: Leveraging social media analytics and content marketing.

Teacher's Lesson Points (Concise Version):

- **Prep:** Review vocabulary (digital marketing, SEO, conversion rate, analytics, engagement).
- **Intro (2–3 min):** Discuss current digital marketing trends briefly.
- **Reading & Analysis (10 min):** Student reads dialogue aloud; emphasize persuasive marketing language.
- **Comprehension (5 min):** Ask questions; provide feedback.
- **Role-Play:** Teacher as Creative Director, student as Digital Marketing Manager.
- **Wrap-Up (2–3 min):** Summarize key points; assign homework (prepare a digital marketing strategy outline using modal verbs and conditionals).