

Marketing English

Participant workbook: strategy, messaging, briefs, SEO, paid media, lifecycle, analytics, compliance, and marketing dialogue practice

Audience: advanced ESL learners working in marketing, product marketing, growth, content, SEO, lifecycle, demand generation, social, agency, and related roles

Focus: high-level professional English for marketing workplaces, including customer insight, positioning, campaign briefs, content, SEO, paid media, lifecycle marketing, analytics, attribution, compliance, brand risk, and realistic marketing dialogue.

Designed for advanced ESL learners who already work in marketing, product marketing, growth, content, brand, marketing operations, demand generation, social, agency, or marketing-adjacent roles.

Teaching stance: marketing English is persuasion under constraint. Learners need to be clear, creative, evidence-aware, compliance-aware, and commercially useful. This course teaches professional language and judgment, not a guarantee that a campaign, channel, claim, or tactic will work in every market.

How to Use This Workbook

This workbook helps you sound precise and useful in marketing conversations. The goal is not to use more buzzwords. The goal is to clarify audience, insight, message, channel, proof, measurement, and risk so that creative and commercial decisions can move forward.

Your starting point

- Which marketing conversations are hardest for you: briefs, creative reviews, analytics readouts, sales alignment, legal review, agency calls, or executive updates?
- Which marketing terms do you understand when reading but avoid when speaking?
- When someone asks for a campaign without enough context, do you become too agreeable, too technical, too indirect, or too blunt?
- What is one recent marketing meeting you wish you had handled more clearly?

Marketing Workstream Language

Area	Useful verbs	Example sentence
Strategy	segment, target, prioritize, position, validate	We need to validate the audience before choosing channels.
Messaging	frame, claim, substantiate, differentiate, simplify	The feature is useful, but the message should start with the buyer pain.
Campaigns	brief, launch, coordinate, sequence, localize	The campaign can launch only after creative, legal, and sales enablement are ready.
Channels	optimize, bid, rank, nurture, retarget	The channel is efficient for form fills but weak for qualified pipeline.
Analytics	attribute, compare, test, segment, reconcile	The platform data and CRM data answer different questions.
Risk	review, disclose, pause, escalate, approve	The claim needs substantiation before publication.

Practice Pages

Module 1. Marketing Strategy: Audience, Insight, Problem, Outcome

Marketing conversations often fail because the team jumps to tactics before agreeing on audience, problem, insight, desired behavior, and business outcome.

What you should be able to do

- Distinguish goal, audience, segment, ICP, persona, insight, problem, offer, and channel.
- Ask strategy questions that turn vague requests into usable briefs.
- Explain the difference between awareness, demand, pipeline, retention, and brand equity goals.

Practice task

Situation

A VP asks for a broad awareness campaign but cannot name the audience. Write five clarification questions and a brief reply that protects strategy without sounding obstructive.

Audience, insight, and objective

Evidence, metric, risk, or tradeoff

Final marketing response

Module 2. Positioning, Messaging, Brand Voice, and Proof

Strong marketing language says who the product is for, what problem it solves, why it is different, and what proof supports the claim. Weak marketing language only sounds positive.

What you should be able to do

- Use positioning and message architecture terms accurately.
- Write value propositions, proof points, CTAs, and objection-handling language.
- Distinguish brand voice from vague preference or personal taste.

Practice task

Situation

Product wants to lead with a technical feature. Rewrite the message so it starts with customer pain, then uses the feature as proof.

Audience, insight, and objective

Evidence, metric, risk, or tradeoff

Final marketing response

Module 3. Campaign Briefs, GTM Planning, and Cross-Functional Alignment

Campaigns sit between strategy and execution. Learners need language for goals, target audience, offer, channel mix, timeline, assets, sales handoff, launch tier, dependencies, and decision rights.

What you should be able to do

- Write and discuss a campaign brief with enough detail for creative, channel, sales, and analytics teams.
- Run alignment conversations among product, sales, legal, customer success, and agency partners.
- Use tradeoff language when timeline, budget, quality, compliance, and scope conflict.

Practice task

Situation

A campaign brief has audience, timeline, budget, and success metric gaps. Write a brief clarification email to the project owner.

Audience, insight, and objective

Evidence, metric, risk, or tradeoff

Final marketing response

Module 4. Content, SEO, Thought Leadership, and Editorial Judgment

Content marketing is not filling a calendar. Good content connects audience intent, search behavior, expertise, brand credibility, distribution, and conversion path.

What you should be able to do

- Discuss SEO, content strategy, editorial calendars, keyword intent, internal linking, metadata, and content quality.
- Explain when a piece is meant to educate, rank, convert, nurture, or support sales.
- Push back on thin content, keyword stuffing, unsupported claims, and content that lacks a distribution plan.

Practice task

Situation

An SEO article uses a strong claim that legal says is unsupported. Rewrite the headline and explain what proof would be needed.

Audience, insight, and objective

Evidence, metric, risk, or tradeoff

Final marketing response

Module 5. Paid Media, Performance Marketing, and Attribution

Performance marketing requires disciplined language around targeting, bidding, budget, CPA, CAC, ROAS, incrementality, attribution windows, landing-page quality, and diminishing returns.

What you should be able to do

- Use paid media metrics and channel terms accurately.
- Explain why platform-reported conversions may not equal business impact.
- Discuss budget shifts, testing, audience saturation, creative fatigue, and incrementality.

Practice task

Situation

Paid media ROAS looks strong, but sales says leads are low quality. Write a channel readout that separates platform results from business impact.

Audience, insight, and objective

Evidence, metric, risk, or tradeoff

Final marketing response

Module 6. Lifecycle, CRM, Email, Marketing Ops, and Sales Handoff

Lifecycle marketing depends on definitions and trust. Marketing and sales must agree on lead stages, qualification criteria, nurture logic, consent, deliverability, handoff, and feedback loops.

What you should be able to do

- Use lifecycle terms such as lead, MQL, SQL, nurture, segmentation, suppression, deliverability, and UTM accurately.
- Discuss email metrics with caveats, including open-rate limitations and click-quality questions.
- Negotiate MQL criteria and sales follow-up expectations without turning the meeting into blame.

Practice task

Situation

Sales rejects many MQLs. Write a meeting agenda and opening statement for redefining MQL criteria without blame.

Audience, insight, and objective

Evidence, metric, risk, or tradeoff

Final marketing response

Module 7. Analytics, Experimentation, Funnel Reporting, and Executive Readouts

Marketing analytics is not only reporting numbers. Learners must explain source, definition, confidence, attribution, sample size, funnel movement, and what the business should do next.

What you should be able to do

- Discuss dashboards, KPIs, funnel conversion, cohort analysis, A/B tests, lift, sample size, and statistical caution.
- Separate vanity metrics from decision metrics.
- Present executive readouts that connect activity, learning, pipeline, revenue, and next action.

Practice task

Situation

An A/B test shows a small lift but insufficient sample size. Write a test readout that gives a recommendation without overstating evidence.

Audience, insight, and objective

Evidence, metric, risk, or tradeoff

Final marketing response

Module 8. Compliance, Privacy, Claims, Influencers, Brand Safety, and Crisis Response

Marketing teams need persuasive language that stays truthful, substantiated, permission-aware, and brand-safe. Under pressure, the best marketers can protect both growth and trust.

What you should be able to do

- Use compliance language for claim substantiation, endorsements, disclosures, consent, opt-out, privacy, and brand safety.
- Push back on risky copy, dark patterns, undisclosed incentives, fake urgency, and unsupported testimonials.
- Respond to social backlash or reputational risk with calm, approved, audience-aware language.

Practice task

Situation

A social campaign receives criticism for being insensitive. Draft an internal escalation note and a short holding statement.

Audience, insight, and objective

Evidence, metric, risk, or tradeoff

Final marketing response

Phrase Bank

Strategy and brief clarification

- Who exactly is the audience, and what behavior do we want to change?
- Is the goal awareness, demand capture, pipeline, retention, or brand trust?
- What customer insight is the campaign built on?
- Before we brief creative, we need the audience, message, offer, channel, budget, and measurement plan.

Positioning and creative feedback

- Can we lead with the customer problem and use the feature as proof?
- The claim is clear, but the proof is not strong enough yet.
- Let's evaluate the creative against the brief, not personal taste.
- The tone can be more human without losing premium brand cues.

Paid media and attribution

- Platform ROAS is useful, but we need to reconcile it with CRM revenue and lead quality.
- Last-click attribution answers a different question from influenced pipeline.
- This metric shows activity, not necessarily incrementality.
- Before scaling spend, we should diagnose audience saturation, creative fatigue, and landing-page conversion.

Lifecycle and sales alignment

- The MQL definition should include both fit and intent.
- A rejected lead should create a feedback reason, not only a disagreement.
- Open rate improved, but click rate and downstream conversion tell us more about intent.
- This nurture path may be too sales-heavy for leads still in the education stage.

Analytics and testing

- The result is directionally promising, but not conclusive.
- We should define the hypothesis, sample size, decision rule, and risk before launch.
- That is a vanity metric unless it changes a budget, message, or channel decision.
- The dashboard should separate leading indicators from business outcomes.

Compliance and brand safety

- We need substantiation before making that claim.
- If there is a material connection, the disclosure needs to be clear.
- The copy creates urgency, but it may overstate scarcity.
- Let's pause scheduled promotion while we confirm facts and align on the response.

Personal Action Plan

Situation	Term or phrase I will practice	Evidence I used it well