

Idioms related to marketing field:

Don't put all your eggs in one basket: avoid focusing all your energy , efforts, sources and hopes on one single option

ex: we diversified our marketing channels so that we wouldn't be pitting all our eggs in one basket

Lay your cards on the table: being completely honest and clear about your intention and plans

ex: when negotiating a deal, it's important to lay your cards on the table and be transparent about your intention

Stay ahead of the curve: to be innovative and keep up with the trends

ex: marketing needs to consistently stay ahead of the curve

Ace up your sleeve: a hidden advantage

ex: our sales team always has an ace up their sleeve when negotiating deals

Barking up the wrong tree: pursuing the wrong tree

ex: trying to sell to someone who doesn't have the authority to make purchasing decisions is barking up the wrong tree

ACTIVITY:

1. we spent weeks analyzing the wrong target audience. we were definitely
2. to maintain market share, it is important to by consistently innovating and adapting to industry trends.
3. our competitors launched a sunrise campaign, but luckily, we had an a new product feature they weren't aware of.
4. during negotiations, we, clearly outlining our pricing structure and expectations.
5. while investing in social media is important to consider diversifying your marketing channels, you shouldn't