

## Commercial Strategies Applied to English Learning

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How have you studied English before? In my case, I practiced writing the grammar and vocabulary words again and again. But, I think it is not enough to get English skills only through taking classes and studying by myself. I thought that I wanted to learn English enjoyably and to increase my motivation. Therefore, I focused on the commercial strategies of companies and the services they offer.

First, it is the most famous fast-food restaurant in the world. There are lots of items on the menu: hamburgers, french-fries etc, for everyone from children to the elderly to enjoy. Especially, the seasonal limited menu is the most attractive. The store with the symbol of a capital M has adopted the strategy of a wide range of menu items. Its biggest appeal is that we can choose our favorite one from the newest menu whenever we visit it.

Another example comes from a very popular theme park in Japan. It holds seasonal events like Easter, Water Surprise Party, Halloween and Christmas. In addition, recently, a new area featuring Nintendo's popular characters was added to the park, and it is getting increasingly popular. Thanks to such a wide variety of events, returning visitors will never get bored.

Another type of example is a global coffee shop chain. Recently, its project of 47 prefecture local Frappuccino flavors attracted so many customers. They visited the shops to try those local drinks. Such a unique series of Frappuccino must have appealed to collectors.

Still another type is an application with this logo (of the letter d and a musical note combined). The app is for posting and viewing short videos, and is so popular among young people. It is special in that the length of the videos is limited to 3 minutes. Thanks to the brevity of permitted videos, we can take and view them easily. The reasonable length, not too long and not too short, is favored by people.

The last type is online travel organized by various travel agencies. These days, it has become difficult to travel not only overseas but also even inside Japan during the COVID-19 pandemic. Then, the travel agencies started an online project that lets us get to know each area without going there. The new approach that is adopted with the current situation is one of the points too.

This time, I introduced four types of strategies.

1. Variety of menu items
2. Stimulate collectors
3. Not too long and not too short
4. Adapt to the situation

So, how can I use those commercial strategies that I have just mentioned for English learning? I applied to join an online English service, and I've studied since this April. I felt that I can enjoyably learn practical English. The feature of the service is variety of lessons on the menu. We can choose our favorite one, for example

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daily news and grammar etc. Also, the one lesson takes 25 minutes so we can book the class in our free time. One of my favorite parts is collecting medals. The service utilizes a lot of people from many countries as tutors. We can get the medals of each national flag by attending classes. The online English service is known for its commercials with skits where a teacher makes mistakes in the online class. This company adopts the four strategies that I said earlier.

If you agree with these ways, how about adopting them after having checked it out. The new way may be a key to your success!