

## TECHNICAL ENGLISH WEEK 13

**Exercise IV .- Choose the correct verb to complete each sentence using the first conditional.**

1. If the marketing plan is detailed, it \_\_\_\_\_ (will succeed / succeeds) in guiding the team effectively.
2. If we analyze our \_\_\_\_\_ (competitors / goals), we will know how to improve our unique value propositions.
3. If the branding is consistent, customers \_\_\_\_\_ (will recognize / recognize) the brand more easily.
4. If we set clear \_\_\_\_\_ (channels / responsibilities), everyone on the team will know what to do.
5. If the marketing strategy includes measurable \_\_\_\_\_ (goals / channels), it will help us track our progress.
6. If we use effective \_\_\_\_\_ (messaging / responsibilities), we will communicate our value clearly.
7. If the \_\_\_\_\_ (content strategy / competitors) is relevant to our target audience, it will generate more interest.
8. If the budget is \_\_\_\_\_ (monitored / communicate), we will stay within financial limits.
9. If the marketing strategy addresses the \_\_\_\_\_ (branding / target audience) accurately, it will lead to more conversions.
10. If we adapt our \_\_\_\_\_ (unique value propositions / channels) based on customer preferences, we will increase engagement.

**Exercise V.- Complete the sentences with the correct form of the verbs in parentheses using the first conditional.**

1. If we \_\_\_\_\_ (implement) a strong marketing strategy, we \_\_\_\_\_ (reach) a larger target audience.
2. If the team \_\_\_\_\_ (create) a consistent brand voice, customers \_\_\_\_\_ (recognize) our company more easily.
3. If we \_\_\_\_\_ (define) our unique value propositions, we \_\_\_\_\_ (stand out) from our competitors.
4. If the content strategy \_\_\_\_\_ (focus) on visuals, it \_\_\_\_\_ (attract) more viewers on social media.
5. If we \_\_\_\_\_ (set) specific and measurable goals, it \_\_\_\_\_ (be) easier to track our progress.
6. If the marketing plan \_\_\_\_\_ (include) a well-structured budget, the campaign \_\_\_\_\_ (stay) within financial limits.
7. If we \_\_\_\_\_ (research) our competitors thoroughly, we \_\_\_\_\_ (understand) how to gain a competitive advantage.
8. If responsibilities \_\_\_\_\_ (be) clearly assigned, the team \_\_\_\_\_ (work) more efficiently on the marketing plan.
9. If we \_\_\_\_\_ (use) both traditional and online channels, we \_\_\_\_\_ (reach) a broader audience.
10. If the messaging \_\_\_\_\_ (connect) with the emotions of our audience, they \_\_\_\_\_ (engage) with our brand more.