



VOCABULARY

Social media; Adjective + noun collocations

A Complete the sentences with the correct form of the words in the box.

campaign follow hashtag influence key factor
meme reach trend viral wide audience

- 1 Anyone with around 3000 followers on Twitter and tweets about a specific industry is considered a micro-_____.
- 2 As successful YouTube vloggers, people often ask us how we make _____ videos. Well, the _____ is this: know your audience.
- 3 The government launched a _____ to encourage people to be more aware of their online activities.
- 4 The popular _____ has become a way for people to spread the campaign on social media.
- 5 I'm just not sure who you're trying _____ with this advert? If you're looking for a _____, then you might want to consider sharing it across different platforms.
- 6 You get the same type of things _____ online towards the end of the year – Christmas adverts, charity campaigns, etc.
- 7 If you're looking to get the word out about what your business is trying to do, it's probably worth trying to get more _____ on Instagram and Twitter.
- 8 Someone circulated a funny _____ with the company's president in it. It hasn't gone down well.

B Choose the correct options to complete the sentences.

- 1 Victor makes regular *donations* / *mentions* to support his favourite charities.
- 2 We need a better online presence if we want to reach a wider *engagement* / *audience*.
- 3 The product simply won't sell without high *content* / *engagement* from the start.
- 4 I think the key *factor* / *trend* in our success was the care we take to produce less waste.
- 5 We should definitely try to include viral *content* / *influencers* in our advertising.
- 6 It started with just a few online *mentions* / *hashtags*, but they were obviously read by the right people.
- 7 We expect a positive *audience* / *reaction* when we bring out the latest model next month.
- 8 Advertising on websites visited by young people helps us to reach our target *audience* / *follows*.

PRONUNCIATION

Using intonation to attract and keep interest

10.3 A Listen to the same sentences said in two different ways. Choose the sentences (a or b) that sound more engaging.

- 1 Don't be afraid of using traditional media as well as digital media in your advertising. a/b
- 2 The campaign started off small but grew to capture the world's attention. a/b
- 3 The meme was seen a million times by people all over the world. a/b
- 4 The brainchild of a bored student soon became a multimillion-dollar industry. a/b
- 5 Your profit will only increase when you have a better understanding of your target audience. a/b
- 6 Bad publicity can quickly undo even the best marketing campaigns. a/b

10.4 B Listen and repeat the sentences. Try to copy the stress, intonation and pauses that each speaker uses.

- 1 There are plenty of blogs out there with good content. They just need good marketing to help them thrive.
- 2 It doesn't matter what your business is. These days, no one can afford to ignore social media marketing.
- 3 There is only one key rule to follow on Twitter – that's hashtag, hashtag, hashtag.
- 4 If you want your content to reach a wider audience, you should consider working on search engine optimisation.
- 5 It can take around three months for a blog post to be indexed on Google. Don't sit around waiting to see if your content will be popular – spend that time writing more!