

Task 1: Fill in the gaps with the words and phrases from the box

rise awareness	generate leads	target audience	call to action	opinion leader
organize giveaways	influencer	share a content	credibility	add to my database

How to organize an ad campaign to promote my product. Aims:

-To 1 _____ of my product and to 2 _____ - in other words, find potential buyers.

-To research who my 3 _____ is to get more responses from potential buyers.

-To make posts with clear 4 _____ For example, “Call us”, “Go to the website” so

- I can 5 _____ and get much more clients.

-To 6 _____ which will be interesting to my target audience.

-To 7 _____ with free gifts to attract more new clients.

-Do I need an 8 _____ to advise my product to their subscribers?

-Don't forget to check his or her 9 _____.

-Is it possible to find an 10 _____ who can give professional recommendations.