

- 1 If you had an online shop, what would you sell? What strategies could you use to encourage people to buy your products?
- 2 Complete the blog post with the adverbs and adverbial phrases in the box.

by name equally ever again extremely for a limited time increasingly in an advertisement
in English in London literally not surprisingly rapidly sharply thirty seconds later without delay

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Five tricks to make you click

In an ¹ _____ competitive market, online businesses often use clever strategies to get your cash.

1 Selling a dream

Companies do this with slogans, telling you that if you buy this shirt, 'you won't have to worry ² _____. They also do it with images and videos, which send messages like 'Buy this bag, and your daily life will transform into an amazing adventure' or 'Drink this coffee and you'll ³ _____ become successful.' Obviously, you know that these things aren't ⁴ _____ going to happen, but they may still motivate you to get out your credit card.

2 Using your name

Apparently, your name is the most powerful word you can hear ⁵ _____. More and more companies are personalising online ads and marketing campaigns to appeal to you ⁶ _____ to get your attention.

3 Including high impact words

⁷ _____, many studies say that after your name, *you* is the most effective word in an advertisement. Other words ⁸ _____ which will supposedly persuade customers to buy things are: *now, free, results, guarantee, easiest* and *because*.

4 Highlighting stock limits

You could be influenced to purchase something ⁹ _____ by real or fake information related to product availability. If there's only one hat left in stock, naturally, you're more likely to buy it right now to avoid missing out. ¹⁰ _____ influential are warnings that deals are ¹¹ _____ only, or ¹² _____ general statements such as *prices may rise*.

5 I'll have what she's having

You are looking at umbrellas online when you suddenly get a notification that someone called Lisa ¹³ _____ just bought the exact model you were looking at. ¹⁴ _____, there's another note telling you that Jack in Toronto has bought one, too. This technique may convince you to buy this popular item now.

Of course, if you happen to work in online sales, you might want to try some of these tips yourself, and watch your profits rise ¹⁵ _____ as a result.