

## Business English

Two colleagues are discussing the performance of a marketing campaign. Speaker A is providing updates on the campaign's progress, including positive results and being ahead of schedule. They are also seeking input from Speaker B on potential strategies for further improvement. However, Speaker B expresses frustration about encountering resistance from the marketing team when trying to implement changes. Speaker A acknowledges this and emphasizes the importance of keeping everyone informed and aligned with the company's goals. The overall context revolves around evaluating and strategizing for a successful marketing campaign.

**Fill in the blanks with the appropriate expressions from the list provided.**

bring someone up to speed	get to the point	
in a nutshell	put it in a nutshell	be all ears
be like talking to a brick wall	keep someone in the loop	

**Speaker A:** Hi, I'm glad you're here. Let me **1** \_\_\_\_\_ on the latest developments.

**Speaker B:** Thank you. I'm eager to hear the updates.

**Speaker A:** Great! So, to **2** \_\_\_\_\_, our marketing campaign is performing well. **3** \_\_\_\_\_, we're ahead of schedule.

**Speaker B:** That's excellent news. Can you **4** \_\_\_\_\_ the key metrics?

**Speaker A:** Certainly. Our click-through rate has increased by 15%, and the conversion rate is up by 10%. Now, to **5** \_\_\_\_\_, we need your input on the next steps.

**Speaker B:** I'm **6** \_\_\_\_\_. Please go ahead.

**Speaker A:** Perfect. We're considering expanding our target audience. We believe this could significantly boost engagement. What are your thoughts on this?

**Speaker B:** I agree. It's a strategic move. However, I've tried discussing this with the marketing team, but it's **7** \_\_\_\_\_. They seem resistant to change.

**Speaker A:** I see. I'll address this with them. It's important to **8** \_\_\_\_\_ everyone \_\_\_\_\_ and ensure everyone is aligned with our goals.

**Speaker B:** Absolutely. It's crucial to have everyone **9** \_\_\_\_\_