

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!

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