**1** Complete the text using a word from A and another from B.

**A** *free* *target* *word* ~~*latest*~~ *advertising* *new*

**B** *campaign* *business* *of mouth* *audience* *publicity* ~~*range*~~

So you've launched your [1] *latest range* of products and you want to be sure they sell well. We can help you to reach your [2] _____ in the most effective way.

We will work with you to plan an exciting and original [3] _____ using a wide range of social media.

And it doesn't have to be expensive. 80% of [4] _____ attracted by companies comes through [5] _____. Yes, that means from people who already love your products. We will show you how to use your existing customers to get [6] _____ and maximize your sales.

**2** Choose the correct words in *italics* to complete sentences 1–6.

1 We use a lot of social media to *promote* / ~~*attract*~~ our products.
2 We *get* / *offer* discounts to customers who spend more than €150.
3 We didn't *conduct* / *reach* a very good campaign and sales were disappointing.
4 They've added an 'Employment' page to their website to *increase* / *advertise* awareness of their recruitment policies.
5 If you want to *reach* / *boost* sales, try reducing prices.
6 We need to rethink our advertising if we want to *promote* / *reach* a younger audience.

LIVEWORKSHEETS