# Vocabulary unit 9 selling

**Instructions:** Fill in the blanks with the correct word from the box.

**target audience / latest range / free publicity / word of mouth / advertising campaign / new business / attract / offer / conduct / reach / boost / advertise / promote / click ads targeted emails / search engines / advertising boards / promotional events**

1. The company launched an _____ to increase brand awareness across Europe.
2. They aim to _____ younger customers by using influencers on social media.
3. Our marketing team is going to _____ a survey next month.
4. To _____ sales, they are giving a 30% discount on the latest collection.
5. A good way to _____ your product is through social media platforms.
6. They used _____ to spread the news about their new restaurant.
7. You should clearly define your _____ before creating an ad.
8. They offered _____ to people who shared their page online.
9. We use _____ to show our ads when people search for fitness gear.
10. The store's _____ of smartwatches includes new features and designs.

**Intrsuctions:** Rewrite each sentence using one of the vocabulary words.

1. "We want more people to know about our business."
   *We want to _____ our business.*
2. "They gave away samples to attract people."
   *They held _____ to attract people.*
3. "Our ads are shown only to people interested in fitness."
   *We use _____ to reach fitness enthusiasts.*
4. "He clicked on an ad and bought the product."
   *He _____ and bought the product.*
5. "The shop released new products this month."
   *The shop launched its _____ this month.*

LIVEWORKSHEETS

**Instructions:** Match the marketing terms to the correct definitions.

| Term | Definition |
| --- | --- |
| A. word of mouth | 1. A public event designed to advertise or promote a product or service |
| B. click ads | 2. Ads that appear in search results when users look for specific keywords |
| C. promotional events | 3. Personal recommendations that help spread information |
| D. search engines | 4. Websites like Google or Bing used to find online information |
| E. targeted emails | 5. Advertising messages sent directly to specific individuals via email |
| F. advertising boards | 6. Large signs placed in public areas to promote products |

LIVEWORKSHEETS