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.

Instructions: 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.

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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.

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

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