

1.5 Video

Social media marketing

- 1 Match the two halves of the sentences.
 - a My company doesn't broadcast advertisements on
 - b Nowadays companies prefer posting advertisements on
 - c Online discussions show how advertisers engage
 - d Advertisers need to find a successful way of reaching
 - e I saw billboards advertising the product as I was walking
 - 1 with consumers.
 - 2 their target audience.
 - 3 social media sites to advertising on TV.
 - 4 through the city centre.
 - 5 TV any more.

- 2 Work with a partner and discuss the different advertising methods you can see in the photos. Can you think of other ways companies could choose to advertise their products?

- 3  Watch the video. Which three things does the video talk about?
 - a the history of social media marketing
 - b how to get a job in advertising
 - c changes in the advertising industry
 - d more interaction with customers
 - e the process for creating a social media advertisement
 - f how to upload an advertisement on social media

- 4  Watch again. Correct the sentences.
 - a Most American advertising companies had an office in Madison Avenue in the 1950s.
 - b 'Mad Men' is a common name for people who work in advertising these days.
 - c *Madwell* designs and develops social media sites.
 - d It can take a whole month to write a short social media post.
 - e Advertisers will always engage in a conversation with clients these days.
 - f Nowadays, the principal effects of social media are well known.

- 5a **TASK** Work with a partner. Think about something you'd like to advertise on social media. It could be an event, product, company or charity. Note down five key points you want the public to know about it.

- b Write an advertisement to go on Twitter. It must be no longer than 140 characters.

