Marketing English – Worksheet

Verbs for Marketing & Business Communication

Name: _____ **Date:** _____

Part 1 – Match the Verb with the Meaning

Write the correct letter.

Verb	Meaning
1. advertise	a. study information carefully
2. launch	b. convince someone
3. target	c. introduce a new product
4. persuade	d. promote a product publicly
5. analyze	e. focus on a specific group
6. promote	f. improve or increase something
7. boost	g. support the sale of a product
8. attract	h. gain attention or interest

Part 2 – Complete the Sentences

Use the verbs below:
boost – promote – attract – sell – research – launch – analyze – target

1. Social media helps companies _____ new products.
2. Good packaging can _____ more customers.
3. The company wants to _____ its sales this year.
4. Before launching a product, marketers _____ the market.
5. Many companies _____ products online today.
6. The brand plans to _____ a new campaign next month.
7. Marketing teams _____ customer data every week.
8. Luxury brands usually _____ high-income customers.

Part 3 – Choose the Correct Verb

1. The company launched / researched a new smartphone yesterday.
2. Influencers help advertise / analyze products online.
3. This campaign targets / sells teenagers between 13 and 18.
4. Good customer service can boost / distribute brand loyalty.
5. Marketers analyze / sponsor customer behavior data.

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6. Companies promote / persuade products using social media ads.

7. A strong logo can attract / research more customers.

8. The business wants to launch / analyze a new product in June.

Bonus Activity – Useful Marketing Expressions

Expression	Meaning
1. boost sales	a. make a brand popular
2. launch a campaign	b. study information
3. target customers	c. increase sales
4. analyze data	d. focus on a specific audience
5. promote a brand	e. start a marketing campaign
6. attract customers	f. get people interested
7. sell online	g. use the internet to sell products
8. research the market	h. study customer needs and trends

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