

Business English

Two colleagues are discussing the performance of a marketing campaign. Speaker A is providing updates on the campaign's progress, including positive results and being ahead of schedule. They are also seeking input from Speaker B on potential strategies for further improvement. However, Speaker B expresses frustration about encountering resistance from the marketing team when trying to implement changes. Speaker A acknowledges this and emphasizes the importance of keeping everyone informed and aligned with the company's goals. The overall context revolves around evaluating and strategizing for a successful marketing campaign.

Fill in the blanks with the appropriate expressions from the list provided.

bring someone up to speed	get to the point	
in a nutshell	put it in a nutshell	be all ears
be like talking to a brick wall	keep someone in the loop	

Speaker A: Hi, I'm glad you're here. Let me **1** _____ on the latest developments.

Speaker B: Thank you. I'm eager to hear the updates.

Speaker A: Great! So, to **2** _____, our marketing campaign is performing well. **3** _____, we're ahead of schedule.

Speaker B: That's excellent news. Can you **4** _____ the key metrics?

Speaker A: Certainly. Our click-through rate has increased by 15%, and the conversion rate is up by 10%. Now, to **5** _____, we need your input on the next steps.

Speaker B: I'm **6** _____. Please go ahead.

Speaker A: Perfect. We're considering expanding our target audience. We believe this could significantly boost engagement. What are your thoughts on this?

Speaker B: I agree. It's a strategic move. However, I've tried discussing this with the marketing team, but it's **7** _____. They seem resistant to change.

Speaker A: I see. I'll address this with them. It's important to **8** _____ everyone _____ and ensure everyone is aligned with our goals.

Speaker B: Absolutely. It's crucial to have everyone **9** _____