1 Complete the text using a word from A and another from B.

A *free   target   word   ~~latest~~   advertising   new*

B *campaign   business   of mouth   audience
   publicity   ~~range~~*

So you've launched your ¹_____ *latest range* _____
of products and you want to be sure they
sell well. We can help you to reach your
²_____ in the most
effective way.

We will work with you to plan an exciting and
original ³_____ using a
wide range of social media.

And it doesn't have to be expensive.
80% of ⁴_____
attracted by companies comes through
⁵_____. Yes, that means from
people who already love your products. We will
show you how to use your existing customers to get
⁶_____ and maximize your
sales.

2 Choose the correct words in *italics* to complete
sentences 1–6.

1 We use a lot of social media to *promote* / ~~*attract*~~
   our products.

2 We *get* / *offer* discounts to customers who spend
   more than €150.

3 We didn't *conduct* / *reach* a very good campaign
   and sales were disappointing.

4 They've added an 'Employment' page to their
   website to *increase* / *advertise* awareness of their
   recruitment policies.

5 If you want to *reach* / *boost* sales, try reducing
   prices.

6 We need to rethink our advertising if we want
   to *promote* / *reach* a younger audience. LIVEWORKSHEETS