

## How do we purchase nowadays? Six marketing techniques used by advertisers

### LISTENING EXERCISE ACTIVITY 2

#### INSTRUCTIONS:

- a. Listen to a marketing expert talking about six marketing techniques used by advertisers.
- b. Fill in the gaps **by typing 2 or 3 words.**
- c. You can use either **UPPERCASE or lowercase** letters in your answers.
- d. Be careful with typos.
- e. You have 2 attempts and 10 minutes for completion.
- f. **Look at the example below: (Sentence 1).**

- 1 'Get a **FREE BLUETOOTH SPEAKER/free Bluetooth speaker** when you subscribe to our magazine for six months.'
- 2 'There are \_\_\_\_\_ left! Buy now while stocks last!'
- 3 '\_\_\_\_\_ it.'
- 4 '\_\_\_\_\_ can look like this.'
- 5 'A recent \_\_\_\_\_ found that our toothpaste cleans your teeth better than any other brand.'
- 6 '\_\_\_\_\_, I'm a doctor (or a celebrity).'