

Vocabulary Training: Unit 10 - Advertising on the Internet

Part 1: Digital Marketing Terms

Define:

1. **Influencer:** A person with a large social media following who promotes products/brands.
2. **Viral campaign:** Marketing content that spreads rapidly online through shares.
3. **Click-through rate (CTR):** Percentage of people who click on an ad after seeing it.
4. **Target ads:** Personalized advertisements based on user data/browsing history.
5. **Sponsored content:** Posts paid for by brands but presented as regular content.

Part 2: Social Media Marketing

Analyze a social media campaign:

- * **Platform:** Instagram, TikTok, YouTube, etc.
- * **Engagement:** Likes, shares, comments.
- * **Authenticity:** Does it feel genuine or too commercial?

Part 3: The World of Influencers

Discussion questions:

- * Should influencers disclose sponsorships?
- * What are the ethical concerns around influencer marketing?
- * How do influencers impact young people's purchasing decisions?

Part 4: Writing Task - Blog Comment

Write a blog comment (120-150 words) responding to a post about "The Rise of Influencer Marketing". Express your opinion using examples.

Grammar: Participles (Final Review)

Example: *Influencers, **promoting** products daily, shape consumer trends.*