

Sound Professional When Attracting Customers



How can companies **draw** customers to their products, services or events? Your product may initially **appeal to** some people before you need any advertising or promotion at all. However, the majority of people are likely to **be indifferent towards** your product without marketing or promotion. In order to attract more interest, it is necessary to understand the needs and wants of your potential audience. It may be necessary to do detailed market research so that you can **tap into** the needs and mindset of potential customers. You can then be certain that your product or service **resonates with** people, appealing to them in an emotional way in which they feel a connection and understanding with you and your product.

However, this may still not be enough to draw customers. People need to get excited about your product. When a company **generates hype** for a new product, many consumers will **be swept up by the hype**. They may become more excited by the product just because of marketing. After their initial indifference, they may suddenly find that they are inexplicably **drawn to** it. This works in the same way with events, as with the right promotion, people will **flock to** a concert, festival or holiday destination. You can **gauge** the interest in your products by looking at reviews and social media. If there are more good comments, then you can judge that your product has been a success,

Bad advertising can **put customers off** a product or an event. It is much easier to make a customer decide that they don't want your product than it is to make them decide that they want it! Customers tend to **steer clear of** products that they don't trust.



A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

to appeal to someone	to draw	to be drawn to	to generate hype
to get swept up by	to be indifferent towards	to put someone off something	
to resonate with	to steer clear of	to flock to	to tap into
			to gauge

- To have no particular interest in something, to have neither a positive or negative opinion on something: _____

"I feel quite _____ the new policy, as it doesn't really affect me too deeply."

2. To make a judgement about something: _____

"After we announced the launch of the product, we tried to _____ its popularity based on the reaction we got on social media."

3. To be attractive or interesting to someone: _____

"The idea of a career as a social media influencer _____ to many young people today."

4. To be attracted to something, or directed to something through attraction: _____

"I accepted the job offer because _____ the company's strong ethical values."

5. To avoid something completely: _____

"I tend to _____ products which are not ethically sourced."

6. To create interest and excitement through publicity, advertising and promotion: _____

"The media _____ surrounding tomorrow night's big concert in the city centre."

7. To go somewhere in large numbers or as a large crowd: _____

"Thousands of tourists _____ to the islands during the summer."

8. To make someone not want to do something: _____

"I would really like to visit the country, but the current political situation _____ going there at the moment."

9. To be carried by the momentum or emotion of something: _____

"I bought quite a lot of gifts for Christmas, because I got completely _____ the nice atmosphere in the market."

10. To direct or attract someone to something: _____

"We need to _____ more customers to the sales page on our site."

11. To have a particular meaning or importance to someone in a way that affects them in an emotional way: _____

"I feel like our new brand image really _____ our audience."

12. To understand a group's feelings or their way of thinking in order to take advantage of it, especially for selling products or attracting customers: _____

"We need to _____ people's mindset during these difficult economic times if we want to draw them to our services."

"The political party were so successful in _____ the needs of working class people in the country."

"We should _____ consumers' desire to always have something new."

B) Key Words in a New Context

Below you can find a paragraph. Can you fill in the gaps in the paragraph with the words from the box below? You may need to change the form of some of the verbs in order for them to fit into the sentence.

to appeal to	to generate hype	to tap into
to get swept up	indifferent	putting our customers off
to resonate	to steer clear	to flock
		to gauge

How to draw more customers to our Sales Page

Since we have improved our SEO, visitors have been _____ to our homepage in bigger numbers than ever before. However, unfortunately our customers are not buying anything from our site after they have landed on it. We need to find out what is _____ buying things on our site. Personally, I believe that the fairly dull layout on the site is making people _____ towards our products. Why should people care about our products if they don't look in any way interesting on the site? It is not necessarily the fact that our products are bad, or that people feel a need to _____ of them, rather I believe that the problem lies with the site itself and the presentation of our products. Presentation is everything, and it doesn't matter how good our products are if they don't look appealing on our site. Presentation isn't just about getting people excited and ready to buy, I also believe that consumers genuinely _____ the quality of the product based on its presentation as well.

If we want to catch the attention of young people, we need to add more videos or images to the site. Statistics show that videos and photos _____ young people much more than text. We only have to look at the popularity of YouTube, Instagram and TikTok to understand the importance of video content in _____ for new products. We also need to take advantage of influencer culture. I suggest that we reach out to famous social media influencers who are likely to _____ strongly with our target audience as they are of similar ages and share similar values. The enthusiastic personalities of influencers mean that young people _____ by the energy and emotion shown towards new products.

Finally, when our customers reach our checkout page, we still need to persuade them to click 'buy'. If we offer sales and discounts which will soon expire, then we can _____ customers' natural human fear of missing out, or 'FOMO'.

C) Comprehension Questions

1. According to the author, what is the main potential reason why customers are not buying products on the site?

2. What is the author's opinion on the quality of the products themselves?

3. What 2 things are influenced by the presentation of products on a site?

4. What method does the author suggest for drawing younger people to their products?

5. Have you ever bought a product based on advice given by an influencer? To what extent do you feel that you get swept up by hype generated by advertising and influencers?

D) More Uses of Selected Key Words

To appeal to someone

We can deliberately appeal to someone in a way to target a certain group as potential customers:

"Our product appeals to adults between the ages of 30 and 40."

Something can also appeal to us by accident. This could be a hobby, an idea, a food or anything:

"Golf really appeals to me."

To draw

To draw means to direct or attract someone to something. I often prefer the verb 'to draw' over the verb 'to attract' in a business context. Here are some other great collocations with 'draw'

To draw a conclusion
I would like to draw your attention to..
To draw inspiration from

We can also use draw as a noun, meaning something which is attractive and of particular interest:

"The main draw of the Canary Islands is the fabulous sandy beaches."

To put someone off something

This word is great because it is essentially the opposite of attracting customers. It is much more common than its synonym 'to deter'. There are many ways in which you can put customers off your product or service:

*"I think our outdated branding is putting customers off buying our products."
"Frequent posting on social media sometimes puts customers off."*

(Notice the verb tenses here. If something 'is putting me off', it means that it is temporarily making me not want to do something. If something 'puts me off' it means that it puts me off in general).

One way to use this in a sentence is firstly to explain what is wrong with something, and then to start a second sentence with "this puts me off..."

"The political situation is really problematic in the country. This is putting me off visiting at the moment".

We can also add a comma before "which puts me off..."

"The restaurant always looks so busy, which puts me off going there."

To flock to

We can also use flock in terms of finance, when investors all invest in a certain asset class at the same time:

"Investors often flock to precious metals such as gold during a financial crisis."

To gauge

Gauge is a very useful word, because there are certain things which we can't measure

To gauge the level of risk
To gauge the level of interest
To gauge the level of damage
To gauge the audience's response

To tap into

Here are some more collocations with the verb to tap into:

to tap into the mindset of / to tap into people's generosity / to tap into people's excitement / to tap into people's fears / to tap into people's desires / to tap into the current feeling among young people / to tap into current trends / to tap into people's FOMO / to tap into people's dissatisfaction / to tap into consumer behaviour

We can also use 'tap into' meaning to manage to use something in a way that can bring positive results:

To tap into someone's creativity / to tap into someone's potential / to tap into new resources / to tap into new talent / to tap into the power of..

"As a manager, she is able to tap into her employee's creativity."
"We aim to tap into the potential of all our new recruits."

E) Glossary of words for sounding professional when attracting customers

to appeal to someone
to draw / the draw of
to be drawn to
to generate hype
to get swept up by
to be indifferent towards

to put someone off something
to resonate with
to steer clear of
to flock to
to tap into
to gauge