

Answers

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 steer clear of | to flock to | to gauge | |

1. To have no particular interest in something, to have neither a positive or negative opinion on something: **to be indifferent towards**

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

2. To make a judgement about something: **to gauge**

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

3. To be attractive or interesting to someone: **to appeal to someone**

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

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

*"I accepted the job offer because I **was drawn to** the company's strong ethical values."*

5. To avoid something completely: **to steer clear of**

*"I tend to **steer clear of** products which are not ethically sourced."*

6. To create interest and excitement through publicity, advertising and promotion: **to generate hype**

*"The media **are generating hype** surrounding tomorrow night's big concert in the city centre."*

7. To go somewhere in large numbers or as a large crowd: **to flock**

*"Thousands of tourists **flock** to the islands during the summer."*

8. To make someone not want to do something: **to put someone off**

*"I would really like to visit the country, but the current political situation **is putting me off** going there at the moment."*

9. To be carried by the momentum or emotion of something: **to get swept up by**

*"I bought quite a lot of gifts for Christmas, because I was completely **swept up by** the nice atmosphere in the market."*

10. To direct or attract someone to something: **to draw**

*"We need to **draw** 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: **to resonate with**

*"I feel like our new brand image really **resonates with** / **is resonating with** 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: **to tap into**

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

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

*"We should **tap into** consumers' desire to always have something new."*

C) Key Words in a New Context

How to draw more customers to our Sales Page

Since we have improved our SEO, visitors have been **flocking** 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 **putting our customers off** buying things on our site. Personally, I believe that the fairly dull layout on the site is making people **indifferent** 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 **steer clear** 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 **gauge** 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 **appeal to** 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 **generating hype** 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 **resonate** strongly with our target audience as they are of similar ages and share similar values. The enthusiastic personalities of influencers mean that young people **get swept up** 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 **tap into** 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?
Because the layout of the site and the presentation of the products is too dull.
2. What is the author's opinion on the quality of the products themselves?
The products themselves are not necessarily of bad quality.
3. What 2 things are influenced by the presentation of products on a site?
The presentation influences customers' excitement towards the products, and it also influences customers' perception of the quality of the products.
4. What method does the author suggest for drawing younger people to their products?
To reach out to influencers in order to generate hype surrounding the products.