

## Being Seen

Every company needs to be seen in order to sell their products or services. Every company will try to **gain exposure**, whether this is through SEO, social media or paid advertising. In today's marketing landscape, social media **presence** is one of the most effective ways to **build brand awareness**. A viral social media post can help to **propel** your brand **to prominence**. The more recognisable, established and **prominent** a brand is, the more likely the brand is to sell their products.



One way to facilitate this process is to make sure that you are different from your competitors. A company might **differentiate themselves** in terms of their brand image, their unique selling point (USP) or through innovation. Making products that appeal to a small, specialized section of the population can also help the company to be seen, although finding a **niche** audience, a niche product or a niche market can be quite a challenge.

If you want to **break into** a new market is important to **stand out** in **uncharted waters**. If you can bring something new **to the table**, this will certainly help you to **gain a foothold** in the market, meaning to secure a position in the market (maybe your first big clients for example) from which you can then gain more clients and **gain a bigger market share**.

### 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 differentiate yourself	niche (audience/market)	to gain exposure	presence
To break into (a market)	to stand out	build brand awareness	
In uncharted waters	to gain a foothold	market share	
to bring something to the table	to propel someone to prominence		

1. To enter a market: \_\_\_\_\_

*"We are currently trying to \_\_\_\_\_ the European market."*

2. The percentage of total sales in an industry generated by a company: \_\_\_\_\_

*"Nokia's \_\_\_\_\_ started to decrease in the year 2008."*

3. To bring something valuable to a discussion, project or industry: \_\_\_\_\_

*"We believe that we \_\_\_\_\_ something unique \_\_\_\_\_."*

4. Appealing to a small section of the population or the market: \_\_\_\_\_

*"We need to find a \_\_\_\_\_ audience for our product."*

5. In a new situation that you have never been in before: \_\_\_\_\_

*"It is really difficult to succeed when you are in \_\_\_\_\_."*

6. To be easily noticeable: \_\_\_\_\_

*"They \_\_\_\_\_ from their competitors because they have such a unique brand image."*

7. To make somebody well-known quickly: \_\_\_\_\_

*"Her second novel really \_\_\_\_\_ her \_\_\_\_\_ as an author."*

8. To be seen more in the market: \_\_\_\_\_

*"We are posting daily YouTube videos in order to \_\_\_\_\_ for our brand".*

9. To make yourself or your brand different from the competitors: \_\_\_\_\_

*"If you want to get hired, you need to \_\_\_\_\_ the other candidates through charisma and innovative ideas."*

10. To improve the extent to which people recognise your brand:

*"We need to \_\_\_\_\_ by posting more content online."*

11. To get yourself into a position in a market from which you can then gain more clients and increase your market share: \_\_\_\_\_

*"Once we have \_\_\_\_\_ in the market with our first clients, we should be able to build through word of mouth."*

12. Being somewhere: \_\_\_\_\_

*"We need to improve our Instagram \_\_\_\_\_."*

**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 differentiate themselves	to gain exposure	presence
To break into	to stand out	build brand awareness
uncharted waters	to gain a foothold	to bring to the table
		prominent

## Breaking into a New Market

As you all know, we are looking to \_\_\_\_\_ the vegan market with a new range of meat-free food products. As a company who are well-established as producers of quality burgers and sausages, we are already \_\_\_\_\_ players in the meat industry. However, the eco-friendly, vegan industry is completely different, so we will be entering into completely \_\_\_\_\_. This will prove to be an extremely challenging and daunting project, but we feel the need to move towards offering alternatives to our meat products. It is important that we don't underestimate how challenging this is going to be, and how this market makes a real effort to \_\_\_\_\_ from the mainstream market.

We have tested our products, and we believe that the taste of our vegan range is superior to those on the market at the moment, so we clearly have a lot to \_\_\_\_\_. Our challenge is to let the customers know that by \_\_\_\_\_ as much as possible in the new market. Our packaging is really bright, so it will certainly \_\_\_\_\_ on the shelves of some of the smaller eco-stores which we already have contracts with.

We already have a strong social media \_\_\_\_\_, but I believe that we need to show ourselves participating in eco-friendly projects in order to build trust among our future consumers. We could also attend vegan conferences and trade shows to network and showcase the company's products or services to \_\_\_\_\_.

We have to understand that breaking into a new market takes time and patience. It may take several months or even years to \_\_\_\_\_ in the market by getting our products onto the shelves of a major supermarket. However, if we stay persistent and continue to innovate, we can ultimately achieve success.

**C) Comprehension Questions**

1. Based on the tone of the first paragraph, to what extent do you think the company's experience as prominent meat producers will prove an advantage in their new market?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. What do you think that the adjective 'daunting' could mean in the first paragraph?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
3. What 3 key strengths does the company have which could help them to succeed in the new market?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
4. To what extent does the author believe that the company has a foothold in the new market?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**D) More Uses of Selected Key Words**
**In uncharted waters**

When the company is in uncharted waters, it means that it is in a potentially risky and dangerous situation that it has never been in before. However, this can be a positive and exciting situation when the company is entering into a new market. Here are some other ways that this idiom is used:

Entering into uncharted waters:

*"We're entering into uncharted waters in this new market, so we need to be very cautious."*

Sailing into uncharted waters:

*"The company is sailing into uncharted waters in the Asian market."*

We can also say 'uncharted territory' with the same meaning:

*"We are entering into uncharted territory."*

**E) Glossary of words for talking about being seen**

To differentiate yourself  
niche (audience/market)  
to gain exposure  
presence

To break into (a market)  
to stand out  
to gain a foothold

to build brand awareness  
in uncharted waters  
in uncharted territory  
market share

to bring something to the table  
to propel someone to prominence  
prominent