



# Marketing & Advertising in English: Intermediate Vocabulary

73 words

ENGLISH	TRANSCRIPTION
target audience	[ˈtɑːɡɪt ˈɔːdiəns]
positioning	[pəˈzɪʃənɪŋ]
brand awareness	[brænd əˈweənəs]
engagement	[ɪnˈɡeɪdʒmənt]
reach	[riːtʃ]
impressions	[ɪmˈpreʃnz]
conversion	[kənˈvɜːʃn]
conversion rate	[kənˈvɜːʃn reɪt]
lead	[liːd]
lead generation	[liːd ˌdʒenəˈreɪʃn]
funnel	[ˈfʌnl]
landing page	[ˈlændɪŋ peɪdʒ]
content	[ˈkɒntent]
content plan	[ˈkɒntent plæn]
content calendar	[ˈkɒntent ˈkælɪndə]
channel	[ˈtʃænəl]
organic	[ɔːˈɡæɪnɪk]
paid	[peɪd]
paid traffic	[peɪd ˈtræfɪk]
email marketing	[ˈiːmeɪl ˈmɑːkɪtɪŋ]
social media	[ˈsəʊʃl ˈmiːdiə]
content creator	[ˈkɒntent kriˈeɪtə]
copywriting	[ˈkɒpɪraɪtɪŋ]
headline	[ˈhedlaɪn]

ENGLISH	TRANSCRIPTION
<b>subheadline</b>	['sʌbhedlaɪn]
<b>offer</b>	['ɒfə]
<b>benefit</b>	['benɪfɪt]
<b>feature</b>	['fi:tʃə]
<b>customer journey</b>	['kʌstəmə 'dʒɜ:nɪ]
<b>touchpoint</b>	['tʌtʃpɔɪnt]
<b>conversion funnel</b>	[kən'veɜ:ʃn 'fʌnl]
<b>A/B test</b>	[,eɪ bi: test]
<b>experiment</b>	[ɪk'sperɪmənt]
<b>analytics</b>	[,ænə'lɪtɪks]
<b>insights</b>	['ɪnsaɪts]
<b>metric</b>	['metrɪk]
<b>budget</b>	['bʌdʒɪt]
<b>campaign</b>	[kæm'peɪn]
<b>launch</b>	[lɔ:nʃ]
<b>promotion</b>	[prə'məʃjən]
<b>influencer</b>	['ɪnfluənsə]
<b>collaboration</b>	[kə,læbə'reɪʃn]
<b>brand voice</b>	[brænd vɔɪs]
<b>tone of voice</b>	[təʊn əv vɔɪs]
<b>loyalty</b>	['lɔɪəlti]
<b>retention</b>	[rɪ'tenʃn]
<b>upsell</b>	['ʌpsel]
<b>cross-sell</b>	['krɒs sel]
<b>customer support</b>	['kʌstəmə sə'pɔ:t]
<b>feedback</b>	['fi:dbæk]
<b>survey</b>	['sɜ:veɪ]

ENGLISH	TRANSCRIPTION
<b>benchmark</b>	['bentʃmɑ:k]
<b>market research</b>	['mɑ:kɪt rɪ'sɜ:tʃ]
<b>segment</b>	['segmənt]
<b>segmentation</b>	[,segmen'teɪʃn]
<b>persona</b>	[pə'səʊnə]
<b>niche</b>	[ni:ʃ]
<b>brand guideline</b>	[brænd 'gaɪdlaɪn]
<b>value proposition</b>	['vælju: ,prɒpə'zɪʃn]
<b>marketing mix</b>	['mɑ:kɪtɪŋ mɪks]
<b>4Ps</b>	[fɔ: 'pi:z]
<b>benchmark</b>	['bentʃmɑ:k]
<b>insight</b>	['ɪnsaɪt]
<b>performance</b>	[pə'fɔ:məns]
<b>traffic</b>	['træfɪk]
<b>click-through rate</b>	['klɪk θru: reɪt]
<b>bounce rate</b>	[baʊns reɪt]
<b>email list</b>	['i:meɪl lɪst]
<b>newsletter</b>	['nju:z,letə]
<b>webinar</b>	['webɪnɑ:]
<b>lead magnet</b>	[li:d 'mæɡnɪt]
<b>brand awareness</b>	[brænd ə'weənəs]
<b>brand lift</b>	[brænd lɪft]

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