



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	[ˈʃænəl]
organic	[ɔːˈɡænɪk]
paid	[peɪd]
paid traffic	[peɪd ˈtræfɪk]
email marketing	[iːˈmeɪl ˈmɑːkɪtɪŋ]
social media	[ˈsəʊʃl ˈmiːdiə]
content creator	[ˈkɒntent kriˈeɪtə]
copywriting	[ˈkɒpɪraɪtɪŋ]
headline	[ˈhedlaɪn]

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subheadline	<i>[ˈsʌbhedlaɪn]</i>
offer	<i>[ˈɒfə]</i>
benefit	<i>[ˈbenɪfɪt]</i>
feature	<i>[ˈfi:tʃə]</i>
customer journey	<i>[ˈkʌstəmə ˈdʒɜ:nɪ]</i>
touchpoint	<i>[ˈtʌtʃpɔɪnt]</i>
conversion funnel	<i>[kənˈvɜːʃn ˈfʌnl]</i>
A/B test	<i>[ˌeɪ biː test]</i>
experiment	<i>[ɪkˈsperɪmənt]</i>
analytics	<i>[ˌænəˈlɪtɪks]</i>
insights	<i>[ˈɪnsaɪts]</i>
metric	<i>[ˈmetrɪk]</i>
budget	<i>[ˈbʌdʒɪt]</i>
campaign	<i>[kæmˈpeɪn]</i>
launch	<i>[lɔːnʃ]</i>
promotion	<i>[prəˈmɔʃjən]</i>
influencer	<i>[ˈɪnflʊənsə]</i>
collaboration	<i>[kəˌlæbəˈreɪʃn]</i>
brand voice	<i>[brænd vɔɪs]</i>
tone of voice	<i>[təʊn əv vɔɪs]</i>
loyalty	<i>[ˈlɔɪəlti]</i>
retention	<i>[rɪˈtenʃn]</i>
upsell	<i>[ˈʌpsel]</i>
cross-sell	<i>[ˈkrɒs sel]</i>
customer support	<i>[ˈkʌstəmə səˈpɔ:t]</i>
feedback	<i>[ˈfiːdbæk]</i>
survey	<i>[ˈsɜːveɪ]</i>

ENGLISH	TRANSCRIPTION
benchmark	<i>[ˈbenʃmɑ:k]</i>
market research	<i>[ˈmɑ:kɪt rɪˈsɜ:tʃ]</i>
segment	<i>[ˈsegmənt]</i>
segmentation	<i>[ˌsegmenˈteɪʃn]</i>
persona	<i>[pəˈsəʊnə]</i>
niche	<i>[ni:ʃ]</i>
brand guideline	<i>[brænd ˈgaɪdlaɪn]</i>
value proposition	<i>[ˈvælju: ˌprɒpəˈzɪʃn]</i>
marketing mix	<i>[ˈmɑ:kɪtɪŋ mɪks]</i>
4Ps	<i>[fɔ: ˈpi:z]</i>
benchmark	<i>[ˈbenʃmɑ:k]</i>
insight	<i>[ˈɪnsaɪt]</i>
performance	<i>[pəˈfɔ:məns]</i>
traffic	<i>[ˈtræfɪk]</i>
click-through rate	<i>[ˈkɪk θru: reɪt]</i>
bounce rate	<i>[baʊns reɪt]</i>
email list	<i>[ˈi:meɪl lɪst]</i>
newsletter	<i>[ˈnju:zˌletə]</i>
webinar	<i>[ˈwebɪnɑ:]</i>
lead magnet	<i>[li:d ˈmæɡnɪt]</i>
brand awareness	<i>[brænd əˈweənəs]</i>
brand lift	<i>[brænd lɪft]</i>

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