



## Иностранный язык в профессиональной деятельности.фл\_ДСИ\_м(2)(4)

1

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23 Match the tense indicators with the corresponding tense

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26 Match the words to make collocations

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30 Power Digital client Bouquet Bar, a luxury gift ... , came to us with a desire to ... their website traffic and revenue while generating high-resolution assets for influencer, pay-per-click (PPC), and paid social ... As a ... that makes custom, luxury gifts including floral arrangements and other ... like snacks and bath bombs, Bouquet Bar emphasized that Mother's Day is an ... time of year for them. Typically, the ... is one of their busiest times of year and they ... significant increases in ... throughout the weeks leading ... to it. Complete with the right option: Power Digital client Bouquet Bar, a luxury gift ..., came to us with a desire

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40 Choose the right definition to the given term Marketing

41 Choose the right definition to the given term Advertisement

42 Choose the right definition to the given term Industrial market

43 Choose the right definition to the given term Product strategy

44 Choose the right definition to the given term Place

45 Choose the right definition to the given term Emotional advertising

46 Choose the right definition to the given term Sponsors

47 Choose the right definition to the given term Market segmentation

48 Choose the right definition to the given term Logo

49 Choose the right definition to the given term Wholesale dealer



50

Read the text: According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

1. ... One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam. 2. ... Send out special, time limited offers such as "Get 50% off your next visit - claim within the next 24 hours." It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering. 3.... You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals! 4.... Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones. 5.... Avoid overused marketing hype words like "amazing" and "revolutionary". Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it. 6. ... Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the "sent from name" field. 7. ... Use your data lists to segment your target audience and get your timing right. Offer your customers something useful. Write text messages with urgency and a call to action with a deadline. Offer an option to stop messages. Match the heading with the paragraph: 1. ... One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam.



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Mark the statement as True, False, Not mentioned: Marketing texts should not be useful.



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61

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63

Read the text: According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

1. ... One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam. 2. ... Send out special, time limited offers such as "Get 50% off your next visit - claim within the next 24 hours." It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering. 3.... You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals! 4.... Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones. 5.... Avoid overused marketing hype words like "amazing" and "revolutionary". Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it. 6. ... Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the "sent from name" field. 7. ... Use your data lists to segment your target audience and get your timing right. Offer your customers something useful. Write text messages with urgency and a call to action with a deadline. Offer an option to stop messages. Mark the statement as True, False, Not mentioned: Get to the most important point of the message at once.



64

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1. ... One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam. 2. ... Send out special, time limited offers such as "Get 50% off your next visit - claim within the next 24 hours." It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering. 3.... You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals! 4.... Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones. 5.... Avoid overused marketing hype words like "amazing" and "revolutionary". Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it. 6. ... Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the "sent from name" field. 7. ... Use your data lists to segment your target audience and get your timing right. Offer your customers something useful. Write text messages with urgency and a call to action with a deadline. Offer an option to stop messages. Mark the statement as True, False, Not mentioned: Texts should include the logo.



65

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1. ... One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam. 2. ... Send out special, time limited offers such as "Get 50% off your next visit - claim within the next 24 hours." It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering. 3.... You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals! 4.... Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones. 5.... Avoid overused marketing hype words like "amazing" and "revolutionary". Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it. 6. ... Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the "sent from name" field. 7. ... Use your data lists to segment your target audience and get your timing right. Offer your customers something useful. Write text messages with urgency and a call to action with a deadline. Offer an option to stop messages. Mark the statement as True, False, Not mentioned: It's a bad idea to add a link to your website.



66

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1. ... One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam. 2. ... Send out special, time limited offers such as "Get 50% off your next visit - claim within the next 24 hours." It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering. 3.... You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals! 4.... Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones. 5.... Avoid overused marketing hype words like "amazing" and "revolutionary". Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it. 6. ... Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the "sent from name" field. 7. ... Use your data lists to segment your target audience and get your timing right. Offer your customers something useful. Write text messages with urgency and a call to action with a deadline. Offer an option to stop messages. Mark the statement as True, False, Not mentioned: It's a good recommendation to use many marketing hype words like "amazing" and "revolutionary".



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1. ... One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam. 2. ... Send out special, time limited offers such as "Get 50% off your next visit - claim within the next 24 hours." It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering. 3.... You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals! 4.... Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones. 5.... Avoid overused marketing hype words like "amazing" and "revolutionary". Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it. 6. ... Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the "sent from name" field. 7. ... Use your data lists to segment your target audience and get your timing right. Offer your customers something useful. Write text messages with urgency and a call to action with a deadline. Offer an option to stop messages. Mark the statement as True, False, Not mentioned: You should identify who you are in the message.



68

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1. ... One of the most important things you can do is to make sure your marketing texts are useful. People don't want to receive useless messages, but if you offer them something of value such as a discount or a free offer, they will appreciate it. By researching your audience and targeting your text, you can send each individual a message that is relevant and useful for them, making your texts helpful and interesting instead of just spam. 2. ... Send out special, time limited offers such as "Get 50% off your next visit - claim within the next 24 hours." It will give your customers a feeling of urgency and inspire them to take action. Give them a deadline and it will make them feel like they should act now, so that they don't miss out on the discount or special product you are offering. 3.... You only have a few seconds to catch your customers' attention. Get to the most important point of the message as soon as possible, without waffling or using unnecessary words. For example, Spring sale ends Friday, don't miss these deals! 4.... Ensure the action you want your customers to take is clearly outlined in the text message in order to achieve better results. For example, add a link to your website to drive clicks from smartphones. 5.... Avoid overused marketing hype words like "amazing" and "revolutionary". Your customers will roll their eyes and delete your message if they spot these insincere attempts to impress. If your message contains any of these cliché words, think about rewriting it. 6. ... Many brands make the mistake of sending a text message without identifying who they are! These are certain to be deleted, so make sure that you clearly state your brand within the "sent from name" field. 7. ... Use your data lists to segment your target audience and get your timing right. Offer your customers something useful. Write text messages with urgency and a call to action with a deadline. Offer an option to stop messages. Mark the statement as True, False, Not mentioned: Offers to stop messages should be used.



69) Read the text: According to research, approximately 90% of texts still get opened. By being personalised, but not intrusive, your text message marketing can lead to great results. Here are some good examples.

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7. ... Use your data lists to segment your target audience and get your timing right. Offer your customers something useful. Write text messages with urgency and a call to action with a deadline. Offer an option to stop messages.

Mark the statement as True, False, Not mentioned: 50% of text receivers stop messages at once.

70) Choose the correct option for the questions. Adjective -

71) Choose the correct option for the questions. Noun -

72) Choose the correct option for the questions. Verb...

73) Choose the correct option for the questions. Preposition -

74) Choose the correct option for the questions. Pronoun -

75) Choose the correct option for the questions. Linking word -



- 76 Choose the correct option for the questions. Adverb –
- 77 Choose the correct option for the questions. Article –
- 78 Choose the correct option for the questions. Gerund –
- 79 Choose the correct option for the questions. Infinitive –
- 80 Choose the correct option for the questions. Past participle –
- 81 Choose the correct option for the questions. Auxiliary verb –
- 82 Choose the correct option for the questions. Phrasal verb –
- 83 Choose the correct option for the questions. Action verb –
- 84 Choose the correct option for the questions. Non Action verb –
- 85 Choose the correct option for the questions. Choose the verb which can't be auxiliary –
- 86 Watch the video and match the words to make collocations used in the video <https://www.youtube.com/watch?v=5miRI0sLI-Q>
- 87 Watch the video and match the words to make collocations used in the video <https://www.youtube.com/watch?v=5miRI0sLI-Q>
- 88 Watch the video and match the words to make collocations used in the video <https://www.youtube.com/watch?v=5miRI0sLI-Q>
- 89 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : If it's hard now to make a good marketing video it doesn't mean that it always has to be.
- 90 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : The speaker shows three important elements of a video marketing strategy.
- 91 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : He starts with the pre-production checklist stage.
- 92 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : This strategy is mostly used in European marketing.



- 93 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : We have to be very conscious about the first 10-15 seconds of the video.
- 94 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : New York Times did the study and found out that “you” in the intro can increase viewers by 97%.
- 95 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : APP stands for Agree, Promise and Preview.
- 96 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : During the Preview stage you give the sense how you plan to deliver the content.
- 97 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False , Not mentioned : Schedules are not important for creating a marketing video.
- 98 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False, Not mentioned : There is a link in the description below the video to download a useful table to prioritize the content and track it for the production.
- 99 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False, Not mentioned : A lot of university research was done for identifying the best strategy for creating marketing videos.
- 100 Watch the video <https://www.youtube.com/watch?v=5miRI0sLI-Q> Mark the statement True, False, Not mentioned : The checklist should include traits of your viewers, primary goals, calls-to-action, basic keyword research.