



TITLE:

The Importance of Advertisement

# IELTS

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The article below is taken from '<https://smallbusiness.chron.com>' aiming to help IELTS candidates boost their vocabulary and have enough ideas for them to fully cover any topic in Speaking and Writing. The useful ideas are written in **Bold**, collocations highlighted with relevant terms being underlined, followed by their definitions coming along.

## The Importance of Advertisement

As far back as Ancient Egypt, advertising has served a **critical purpose** in the business world by enabling sellers to effectively compete with one another for the attention of buyers. Whether the goods and services your company provides are a necessity, a luxury or just a bit of whimsy, you can't rely on a one-time announcement or **word-of-mouth chatter** to keep a steady stream of customers. A strong commitment to advertising is as much an external call to action as it is an internal reinforcement to your sales team.

### Tip

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## Retention of Existing Customers

An ongoing **advertising campaign** is **essential in reminding your existing customers that you're still around**, say Kenneth Roman and Jane Maas, authors of "How to Advertise." In a troubled economy where so many shops, restaurants and companies are going out of business, maintaining a **strong presence** through regular ads, fliers, postcards, events and a dynamic website is invaluable for long-term relationships. **This also serves to attract new customers who may not have been in need of your products or services when you first opened but are now pleased to have their memories jogged.**

## Boosting Employee Morale

When people ask your employees where they're working, the latter will likely feel better about their jobs if the reaction to their reply is, "Wow! I've heard a lot of great things about that store" instead of "Nope, never heard of it" or "Oh, are they still around?" **Investing in an advertising plan keeps your business an active part of the conversational vocabulary and community buzz.** This, in turn, gives your workers a sense of pride and emotional ownership in an **enterprise** that's generating positive feelings and name recognition.

### ON-TOPIC ITEMS:

- Announcement: *noun* UK, US / ə'naʊnsmənt /

*a spoken or written statement that informs people about something*

- Commitment: *noun* UK / kə'mɪtmənt / US / kə'mɪtmənt /

*a promise to do something or to behave in a particular way; a promise to support somebody/something; the fact of committing yourself*

- Reinforcement: *noun* UK / ,ri:ɪn'fɔ:smənt / US / ,ri:ɪn'fɔ:rsmənt /

*the act of making something stronger, especially a feeling or an idea*

- Primary: *adjective* UK, US / 'praɪməri /

*the act of using energy, food or materials; the amount used*

- Shingle: *noun* UK, US / 'ʃɪŋɡl /

*a mass of small smooth stones on a beach or at the side of a river*

- Adhere: *verb* UK / əd'hɪə / US / əd'hɪr /

*to stick to something*

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- Remedy: *noun* UK, US / 'remədi /

*a way of dealing with or improving an unpleasant or difficult situation*

- Compelling: *adjective* UK, US / kəm'pelɪŋ /

*that makes you pay attention to it because it is so interesting and exciting*

- Tackle: *verb* UK, US / 'tækl /

*to make a determined effort to deal with a difficult problem or situation*

- Stubborn: *adjective* UK / 'stʌbən / US / 'stʌbɜ:n /

*determined not to change your opinion or attitude*

- Jog: (to jog somebody's memory) *adjective* UK / dʒɒg US / dʒɑ:g /

*to say or do something that makes somebody remember something*

- Enterprise: *noun* UK / 'entəpraɪz / US / 'entəpraɪz /

*a company or business or a large project, especially one that is difficult*

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