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**1. Read the extract and fill the gaps with a logical word or phrase:**

The most interesting part was working with a client who was willing to take a risk and try a new social platform like Snapchat the mobile messenger app. We asked people to

1) \_\_\_\_\_ us on Snapchat and when people added us we sent them a welcome Snap and then we sent them Snaps to try to 2) \_\_\_\_\_ them into the store. And because actual Snaps go away after a certain amount of time we had to do it in a 3) \_\_\_\_\_ that was unique and memorable so that they could come to the store and get a special offer without having to show anything at the store. So we gave them a secret word and we created a Snap that said when you 4) \_\_\_\_\_ this secret word at the register you'll get a special deal. And it was really interesting to see people engaging with Snapchat. We had some people respond to the brand saying that they aren't used to brands being on Snapchat. So we had some interesting people sending 5) \_\_\_\_\_ saying that...they were hungry sending pictures of their goldfish for whatever reason. But mostly just wanting to see what kind of reaction they can get from the brand. So it was an interesting 6) \_\_\_\_\_ for the brand to respond and figure out an 7) \_\_\_\_\_ for responding because Snaps are real time. It's not like we could create fancy graphics and make it all legal approved and plan approved. We had to be much more in it.

As we embarked on the adventure using Snapchat, a platform that didn't have really any brand tools, it was all a learning 8) \_\_\_\_\_ for us. So we knew that there would be some manual components that we would have to do. You know as we were getting new users we wanted to make sure that they got some 9) \_\_\_\_\_ from the brand. So, we said let's create a welcome Snap, sent it to them as they joined us. But because we couldn't automate it we did it once every three days so every kind of third batch of users that added us got the welcome. And then on certain days we would send it to all of our 10) \_\_\_\_\_ and when we were sending the deal... and it was very manual and we had to keep track -literally Excel spreadsheet - keep track of who we had sent the welcome to, who we hadn't sent the welcome to, to make sure that we were...we were doing that. So, not very scalable but an interesting learning experience.