

Vocabulary

Verbs

Describing shopping experiences

be a bargain hunter
be a compulsive shopper
bid on an item
go on a shopping spree
go over your credit limit
go window-shopping
have buyer's remorse
make an impulse buy

Nouns

Marketing strategies

a celebrity endorsement
a free sample
a frequent buyer program
an online TV commercial
behavioral targeting
e-mail spam
product placement
telemarketing

Additional vocabulary

brand awareness
butler
chain restaurant
create a buzz
guerilla marketing
logo
search engine
stunt
trivia

Useful expressions

Asking for advice

What do you think I should do?
What would you do if you were me?
What would you do if you were in my position?