

Worksheet 2: Online reviews and recommendations

1 Discuss these questions about online social media.

- 1 Which online social media do you or your company use to promote its products or services? Facebook? LinkedIn? Twitter? Others?
- 2 How do you or your company use them? How effective or useful do you think social media sites are for businesses?
- 3 Do you ever read reviews and recommendations of people, products or services online? Are you influenced by them?

2 Read three online reviews and recommendations.

- 1 What is each review recommending? A person? A service? A product?
- 2 How positive is each recommendation? How convincing are they?

BoostHotels.com are the **perfect partner** for achieving the **maximum exposure** on the online travel agent sites with **immediate effect**. Until using them, we'd been trying to raise our hotel's profile in other ways but with little success and a large marketing bill. Then I signed up with BoostHotels.com and I've seen **remarkable growth** in terms of volume and average room rate. The best thing about their expertise is that now I have more time to get on with the **day-to-day running** of my business. **A**

My last one had only been working for a year before it died. I travel all the time, so I knew I needed something built to last but portable. A friend was telling me how much he liked this model so I bought it. So far it hasn't disappointed. The **user-friendly design** makes it good for day-to-day work with PowerPoint, Excel, etc. and the screen is big enough for watching a movie. I've noticed it can be slow when multi-tasking but it hasn't crashed. For the price, I'd say it's **good value**. **B**

We have been working with Mark Hendon over the last two years and he's proved to be an **important asset** and **trusted friend**. His honesty and **insightful opinions** make him one of the top consultants in the field of change management. When we were looking for guidance and advice on handling growth, Mark went with us every step of the way on that long and sometimes painful journey. **C**

3 Look at the adjective + noun combinations in bold in the three texts. Online reviews and recommendations often use this type of positive language. Match the phrases to these definitions.

- 1 the routine jobs and management tasks day-to-day running
- 2 views which are supported by experience and evidence _____
- 3 something special that your company has _____
- 4 a lot of publicity about your product _____
- 5 an honest person you are close to and you can rely on _____
- 6 a surprising increase in the sales of a company _____
- 7 the product is easy for anyone to use _____
- 8 worth the money you pay _____
- 9 a good person to work with _____
- 10 something that happens straight away _____

4 Complete the collocations with words from Exercise 3.

- 1 The product is expensive, but it also has a high resale _____ .
- 2 The site offers businesses _____ publicity at a minimal cost.
- 3 We recommend this software package because of its _____ interface design.
- 4 Although this is a new area for us, the potential _____ in the market is high.
- 5 This accounting software guarantees efficient _____ of business accounts.
- 6 We can feel safe when buying this product because it is a _____ brand.
- 7 This bank offers loans to businesses with significant fixed _____ .
- 8 We are looking for a new business _____ so we can expand into the new market.
- 9 Many of our customers write _____ comments on our blogs and online forums.
- 10 You will see _____ results when you use this product.

5 Underline all the verbs in the three recommendations in Exercise 2. How many different tenses are used? Writers of reviews and recommendations often refer to the past as well as the present. Why do you think this is?

6 Complete the following review with the correct form of the verbs in brackets.

As business customers, we definitely ¹ _____ (recommend) LMR Net for their fast and reliable internet service. We switched to LMR because our former provider ² _____ (offer, not) guaranteed internet speeds for business customers. At peak times the Internet ³ _____ (be) slow and we ⁴ _____ (start) to lose business. Since changing, we ⁵ _____ (have, not) any problems with slow speeds or crashes. We also ⁶ _____ (like) the priority live support that LMR ⁷ _____ (provide) for business customers. We ⁸ _____ (be) able to cut our costs with their business unlimited usage bundle, saving us hundreds of pounds a year. Most importantly, we ⁹ _____ (gain) customers again.

7 Imagine you are a customer or client of the company you work for. Write an online review and recommendation about the company's products or services.

I CAN

write an online review or recommendation

use tenses referring to the past

use positive adjective + noun combinations