

Module : **General English.**
Unit 04: **Digital Marketing.**
Level: **1st year ENS students.**
Semester: **01**
Teacher: **H. Bouchra.**

Introduction:

Digital marketing is the use of the internet to promote products and services. Many businesses today use digital marketing because people spend a lot of time online. Companies create content such as photos, videos, and short posts to attract their audience. They share this content on different platforms like Instagram, Facebook or TikTok. One common strategy is influencer marketing, where a popular person recommends a product. Another strategy is SEO (Search Engine Optimization) which helps websites appear at the top of search results. Digital marketing helps businesses reach more people, understand customer needs, and build stronger brands.

Definitions of related vocabulary :

The word	Its definition
Brand	The identity of a company.
Platform	A website or app used for communication.
Audience	People who watch, follow, or buy.
Content	Things posted online.
Engagement	Likes, comments, shares.
SEO (Search Engine Optimization)	The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

Progressive tense: Present Continuous.

Forms of the Present Continuous tense:

a. Affirmative:

To be (in the present) + verb + ing.

Ex: **I am working.**
They are playing.

b. Negative:

To be (in the present) + not + verb + ing.

Ex: She **is not coming.**

c. Interrogative:

To be (in the present) + subject + verb + ing + ?

Ex: **Is he doing** his home works?

Uses of the Present Continuous tense:

We use the present Continuous:

- To talk about things that are happening now, at the moment we speak. Examples:

A: What are you doing?

B: I'm writing an e-mail.

We're leaving now. Goodbye.

The bus is coming.

- To talk about things that are happening now, but not exactly at the moment we speak. Examples:

My brother is looking for a job at the moment.

You are spending a lot of money these days.

- To talk about something we have already arranged or planned to do in the future. We often give the future time (tomorrow, in July, on Saturday, this afternoon, next week, etc...). Examples:

A: What are you doing on Saturday morning?

B: I'm meeting a friend.

We're visiting our grandparents next weekend.

My sister is starting a new job next Monday.

Spelling Rules:

- With most verbs we add “**ing**”

go > going

play > playing

work > working

- If the verb ends in **consonant + -e** we delete the **-e** and add **-ing**.

come > coming

live > living

move > moving

have > having

Exception: *be > being.*

➤ If the verb ends in **-ie**, we change **-ie** to **-ying**.

die > *dying*

lie > *lying*

➤ If the verb ends in **one vowel + one consonant**, we double the consonant.

get > *getting*

run > *running*

shop > *shopping*

sit > *sitting*

put > *putting*

Exceptions:

a) When the verb ends in **one vowel + -y, -w or -x**, we just add **-ing**.

play > *playing*

snow > *snowing*

mix > *mixing*

b) When the last syllable verb is not stressed.

listen /'LIsen/ > *listening*

visit /'ViSit/ > *visiting*

*Exception: *travel* /'TRAVel/ > *travelling*.

Practice:

1. We (to go)..... to the cinema later.
2. They (to work)..... Now.
3. You (not/ walk).....
4. (they/ learn).....new things?
5. Why (I/ stay)..... at home?
6. We (to study).....this evening.