

Phrasal verbs para marketing y ventas

Expresiones comunes para planificar campañas, lanzar productos, conseguir clientes y analizar resultados.

18 usos contextuales	5 subtemas	9 conexiones
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Ruta de aprendizaje

SUBTEMA	USOS
Estrategia	4
Contenido	4
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Escanea para abrir la lista web, consultar los otros significados de cada expresión y practicar con el quiz de 12 preguntas.

01 · Estrategia

4 expresiones para este momento o función.

map out

trazar un plan

- 1 We mapped out the campaign for the next quarter.
- 2 Before buying media, we mapped each audience segment out by need.

Conexión: 3 contextos · 3 sentidos

zero in on

centrarse con precisión en

- 1 The campaign zeroes in on first-time buyers.
- 2 The revised message zeroes in on the problem customers mention most.

build up

desarrollar gradualmente

- 1 We are building up awareness before launch.
- 2 Useful tutorials helped the company build trust up over time.

Conexión: 2 contextos · 2 sentidos

stand out

destacarse

- 1 The new packaging stands out on the shelf.
- 2 A simple visual identity makes the campaign stand out in a crowded feed.

02 · Contenido

4 expresiones para este momento o función.

come up with

idear

- 1 The team came up with three headlines.
- 2 We came up with a stronger call to action during the workshop.

draw up

redactar

- 1 We drew up a content calendar.
- 2 The agency drew a launch brief up for every regional team.

Conexión: 2 contextos · 1 sentidos

cut down

reducir

- 1 Cut the copy down to one sentence.
- 2 We cut the opening paragraph down so the benefit appeared sooner.

point out

resaltar

- 1 The ad points out the main benefit.
- 2 The landing page points the free trial out above the fold.

Conexión: 4 contextos · 3 sentidos

03 · Campañas

4 expresiones para este momento o función.

roll out

lanzar

- 1 They rolled out the campaign in three markets.
- 2 The brand rolled the new visual system out across all its channels.

Conexión: 3 contextos · 3 sentidos

kick off

iniciar

- 1 We kicked off the launch with a live event.
- 2 A short documentary kicked the awareness campaign off.

Conexión: 2 contextos · 1 sentidos

scale up

aumentar la escala

- 1 We scaled up spending after the test succeeded.
- 2 If acquisition costs remain stable, we can scale the campaign up.

phase out

retirar gradualmente

- 1 The brand is phasing out the old slogan.
- 2 The company phased printed brochures out after customers moved online.

04 · Clientes

4 expresiones para este momento o función.

reach out

contactar

- 1 Sales reached out to qualified leads.
- 2 We reached out to former customers with a personalized survey.

Conexión: 2 contextos · 1 sentidos

follow up

dar seguimiento

- 1 Follow up with everyone who attended the webinar.
- 2 The sales representative followed up two days after the product demo.

Conexión: 4 contextos · 2 sentidos

sign up

registrarse

- 1 More than a thousand users signed up.
- 2 Visitors can sign up for the newsletter without creating an account.

win over

convencer

- 1 The demo won over a skeptical buyer.
- 2 Clear case studies helped the new brand win enterprise buyers over.

05 · Resultados

2 expresiones para este momento o función.

pay off

dar resultado

- 1 The long campaign finally paid off.
- 2 The investment in evergreen content paid off throughout the year.

drop off

disminuir

- 1 Conversions dropped off after the first week.
- 2 Engagement usually drops off when an email contains too many links.

Conexión: 2 contextos · 2 sentidos

Práctica transversal

Doce preguntas distribuidas entre todos los subtemas. Responde sin mirar la lista; después compara con las soluciones.

1. ¿Qué expresión significa **trazar un plan**?
A. build up B. stand out C. zero in on D. map out
2. Explica en español qué significa **come up with** en esta frase:
The team came up with three headlines.
3. Escribe el phrasal verb que significa **lanzar** en campañas.
4. ¿Qué expresión significa **contactar**?
A. reach out B. follow up C. sign up D. win over
5. Explica en español qué significa **pay off** en esta frase:
The investment in evergreen content paid off throughout the year.
6. Escribe el phrasal verb que significa **centrarse con precisión en** en estrategia.
7. ¿Qué expresión significa **redactar**?
A. point out B. draw up C. come up with D. cut down
8. Explica en español qué significa **kick off** en esta frase:
We kicked off the launch with a live event.
9. Escribe el phrasal verb que significa **dar seguimiento** en clientes.
10. ¿Qué expresión significa **disminuir**?
A. build up B. come up with C. drop off D. pay off
11. Explica en español qué significa **build up** en esta frase:
Useful tutorials helped the company build trust up over time.
12. Escribe el phrasal verb que significa **reducir** en contenido.

Soluciones: 1. map out · 2. idear · 3. roll out · 4. reach out · 5. dar resultado · 6. zero in on · 7. draw up · 8. iniciar · 9. follow up · 10. drop off · 11. desarrollar gradualmente · 12. cut down