

## Part 5

## Questions 33 to 40

We interviewed six adults about how the social media act as an effective marketing tool. Read the texts below and answer the questions that follow.

## Social Media Marketing

**A – ANITA, CEO**

Social media helps get the word out about your business. It also provides you with the opportunity to grow relationships with your target audience.

**B – DAVID, Analyst**

Social media is really popular among consumers. Facebook with its billions of active users is the jumping-off point for getting started with social media marketing for most small merchants.

**C – TAN, Manager**

Most social media advertising is cheaper than traditional advertising. therefore you don't have to spend a lot of money to reach more people, increase your audience and grow your business.

**D – SELVI, Merchant**

All ages and demographics use social media. Therefore, both the young and old are already logging on and eagerly waiting to check out your product.

**E – ALIA, Marketing Executive**

You can have two-way communication with your customers on social media. You can also ask your customers to share their thoughts, questions, and ideas to get to know them better.

**F – SALLY, Analyst**

Merchants can share a lot about their business on social media. They can offer the most up-to-date information about anything from products, services, to upcoming events.

## Questions 33 to 36

Which paragraph (A – F) describes the following statements of social media in marketing?

Mark your answers on the separate answer sheet.

Statements	Paragraph
33 Social media is <u>cost effective</u> .	_____
34 Merchants <u>can ask their customers for feedback</u> .	_____
35 Since <u>all ages are logged onto social media</u> , merchants can reach a <u>wider target audience</u> .	_____
36 Merchants <u>can update the latest information on their business</u> .	_____

## Questions 37 to 40

Complete the conversation below using information from the text. Choose **no more than one word** from the passage for each answer.

Tina : What's the best way to market my online business?

Zizi : I recently read this article on how merchants use social media to market their products. According to a survey, it was discovered that the most effective tactic used in digital marketing plan was social media marketing. Therefore, I suggest you set up a (37) \_\_\_\_\_ page as there are billions of active users there.

Tina : That does sound like a good idea. What else does the article say about social media marketing?

Zizi : You will be able to enhance relationship with your target (38) \_\_\_\_\_ and even drive leads and sales.

Tina : That's great.

Zizi : The article also mentions that social media will help get the (39) \_\_\_\_\_ out about your business.

Tina : Yes, that makes sense.

Zizi : The best part is social media marketing is (40) \_\_\_\_\_ than traditional marketing. Imagine how much you will save.

Tina : Oh, yes. Thanks, Zizi!