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.

LIVEWORKSHEETS

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 cost effective.	_____
34	Merchants can ask their customers for feedback.	_____
35	Since all ages are logged onto social media, merchants can reach a wider target audience.	_____
36	Merchants can update the latest information on their business.	_____

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!

LIVEWORKSHEETS