

**1 Complete the sentences with the affirmative form of the verbs using Past Simple.**

- a. The company \_\_\_\_\_ (launch) a new product last month.
- b. They \_\_\_\_\_ (increase) their sales by 30%.
- c. She \_\_\_\_\_ (attend) a digital marketing workshop.
- d. We \_\_\_\_\_ (hire) two new employees in April.
- e. The team \_\_\_\_\_ (analyze) customer feedback.
- f. He \_\_\_\_\_ (create) a campaign for social media.
- g. The CEO \_\_\_\_\_ (speak) at the annual conference.
- h. They \_\_\_\_\_ (open) a new branch in Brazil.

**2 Complete the sentences with the negative form of the verbs using Past Simple.**

- a. The company \_\_\_\_\_ (not invest) in a new strategy.
- b. They \_\_\_\_\_ (not expand) into the Asian market.
- c. She \_\_\_\_\_ (not manage) the project successfully.
- d. We \_\_\_\_\_ (not send) the email to all clients.
- e. The designer \_\_\_\_\_ (not change) the logo.
- f. He \_\_\_\_\_ (not organize) a product launch.
- g. They \_\_\_\_\_ (not deliver) the package on time.
- h. The manager \_\_\_\_\_ (not approve) the budget.

**3 Make questions and answer them using Past Simple.**

- a. they / analyze / the customer data)? \_\_\_\_\_ ? Yes, \_\_\_\_\_
- b. (you / attend / the marketing seminar)? \_\_\_\_\_ ? Yes, \_\_\_\_\_
- c. (she / publish / the ad on Instagram)? \_\_\_\_\_ ? No, \_\_\_\_\_
- d. (the company / hire / a new consultant)? \_\_\_\_\_ ? Yes, \_\_\_\_\_
- e. (he / finish / the sales report)? \_\_\_\_\_ ? No, \_\_\_\_\_
- f. (they / update / the website)? \_\_\_\_\_ ? No, \_\_\_\_\_
- g. (we / receive / the invoice)? \_\_\_\_\_ ? Yes, \_\_\_\_\_
- h. (your boss / approve / the plan)? \_\_\_\_\_ ? Yes, \_\_\_\_\_

**4. Choose the correct form of the verb.**

- a. The manager \_\_\_\_\_ the new strategy.
- b. We \_\_\_\_\_ a new brand.
- c. They \_\_\_\_\_ send the newsletter.
- d. \_\_\_\_\_ you finish the report on time?
- e. The ad \_\_\_\_\_ thousands of views.
- f. We \_\_\_\_\_ a digital agency.
- g. She \_\_\_\_\_ a market analysis.
- h. He \_\_\_\_\_ a blog post.

**5. Order the words to make sentences.**

- a. .
- b. .
- c. .
- d. .
- e. .
- f. .
- g. .
- h. .

**6. Complete the text with the verbs in Past Simple.**

Last year, the marketing team at BrightIdeas Inc. \_\_\_\_\_ (decide) to rebrand their company in order to reach a younger audience. First, they \_\_\_\_\_ (conduct) a survey to understand customer preferences. Then, they \_\_\_\_\_ (analyze) the results and \_\_\_\_\_ (identify) three main areas to improve: social media presence, visual identity, and customer engagement.

They \_\_\_\_\_ (hire) a creative agency that \_\_\_\_\_ (develop) a new logo and color scheme. After that, the team \_\_\_\_\_ (work) on launching a digital campaign. They \_\_\_\_\_ (create) content for Instagram, Facebook, and TikTok, and \_\_\_\_\_ (collaborate) with influencers to promote their message.

In the first month, the campaign \_\_\_\_\_ (generate) more than 10,000 interactions. Customers \_\_\_\_\_ (respond) positively to the changes and many \_\_\_\_\_ (comment) that the brand looked more modern and relatable.

The company also \_\_\_\_\_ (organize) a virtual event to present their new products. During the event, the CEO \_\_\_\_\_ (talk) about the company's mission and \_\_\_\_\_ (thank) the team for their hard work.

By the end of the quarter, BrightIdeas Inc. \_\_\_\_\_ (increase) its online sales by 25%, and their Instagram followers \_\_\_\_\_ (grow) by over 40%.

**7. Change the sentences into the Past tense.**

- a. We promote our services.\_\_\_\_\_
- b. She designs the posters.\_\_\_\_\_
- c. They send newsletters every week.\_\_\_\_\_
- d. He manages a marketing team.\_\_\_\_\_
- e. I check customer reviews.\_\_\_\_\_
- f. The company hires new staff.\_\_\_\_\_