

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. _____