



I Read the text carefully.

Facebook: A Remarkable Marketing Platform

The main purpose of Facebook in its beginnings was to connect people, but during the course of the years it has transformed not only into the world's largest social network, but also into the best imaginable marketing platform.

One of Facebook's marketing tools is called *custom audiences*. It allows advertisers to upload their customers' phone numbers and email addresses. Facebook then matches that info to their profiles, and allows advertisers to target ads towards their customers only.

You might wonder why advertisers wouldn't just use email instead, as email also enables the user to create a custom list. It's because of a list of limitations:

- 1) Many emails remain unopened or end up in spam folders.
- 2) Certain email providers change the way a message originally looked by blocking images or removing links.
- 3) Fewer and fewer emails are being forwarded these days, which limits the range of the message.
- 4) If many mass emails are sent by a certain advertiser, they run the risk of making their emails seem irrelevant and a lot of their customers might click the unsubscribe link to stop them from cramming their inboxes.

Custom audiences has an answer to each of these problems:

- 1) Facebook ads appear automatically in the Audience's News Feed- there's no need to open anything to read the message.
- 2) Facebook gives advertisers guidelines for creating ads which look great on all platforms.
- 3) Unlike emails, Facebook ads are shared all of the time. People can type in the name of their friend who may need a certain product or service and they get notified to click on the ad.
- 4) Target audience can't 'unsubscribe' from the first Facebook ad - though they can from subsequent ones, so the advertiser must take care not to be annoying.

1 True or false? Write T or F next to each of the statements.

- 1) Facebook's original aim was to promote products. _____
- 2) *Custom audiences* is Facebook's tool which helps advertisers. _____
- 3) A lot of customers don't read the emails that advertisers send. _____
- 4) Facebook users automatically see ads in their News Feed. _____
- 5) Facebook ads usually don't look good on all platforms. _____

**2 Find words or phrases in the text which correspond to the Croatian words below.**

1) društvena mreža	
2) oglašivači	
3) oglasi	
4) proizvod	
5) usluga	

II Choose the appropriate form.

- 1) Ads _____ a large proportion of online consumers.
a) influences b) influence c) influencing
- 2) We _____ the contract last week.
a) were signed b) signed c) sign
- 3) The client _____ the meeting.
a) has cancelled b) cancel c) cancelled
- 4) The secretary _____ clients for hours. She needs to inform them all about the changes in our agency.
a) has been calling b) calls c) is calling
- 5) I _____ you as soon as I get home.
a) call b) called c) will call
- 6) Digital agencies _____ mostly by digital marketing professionals.
a) are run b) have run c) ran
- 7) All the invitations for the event _____.
a) were already send b) have already been sent c) already sent
- 8) This generation of students is even _____ than the previous one.
a) hard-working b) most hard- working c) more hard-working
- 9) You _____ come to this class, it's obligatory.
a) don't have to b) have to c) mustn't
- 10) Tim _____ come to the party. He isn't sure yet.
a) might b) will c) must
- 11) The door is not locked. Someone could _____ robbed us!
a) be b) is c) have
- 12) The students _____ dissatisfied if the exams were too difficult.



a) would be

b) are

c) would be

13) You would have become a doctor if you _____ more during your freshman year.

a) had studied

b) studied

c) were studying

14) 'I have to study a lot this week', Robin said. Robin said she _____ to study a lot that week.'

a) had

b) have

c) had

15) Martin _____ that he wouldn't be able to make it on time.

a) told

b) said

c) sayed

III Look at the words in the box and read the sentences below. Put one word from the box in each gap.

convenient, creativity, idea, intelligence, sense, common, opinion, attempt, sure, project

1) It's a good _____ to do some research before you start the course.

2) We don't have anything in _____ with our neighbours.

3) Energising colours in the classroom also inspire mental activity and _____.

4) You shouldn't give up if you fail at the first _____.

5) Superior _____ is not a guarantee for success.

6) We aren't _____ whether we should leave in the morning or in the afternoon.

7) In my _____ there's no reason to quit now.

8) In the final stage of the _____ we plan to use Facebook as our marketing platform.

9) The restaurant is in a _____ location because it's close to my workplace.

10) Sometimes it's best to use just your common _____ to solve very complicated problems.

IV Complete the sentences with missing words. The words may be prepositions (in, on, at...), articles (a/an, the) or pronouns (I, him, his, our, themselves...).

1) We ordered _____ new camera so we can take professional pictures.

2) This is _____ most interesting idea I have ever heard.

3) _____ UK is home to some of the most powerful European companies.

4) I rarely go on business trips, only once _____ year.

5) The story was published in the newspapers _____ July 2007.

6) I don't like this product _____ all.



- 7) Women _____ average tend to be more interested in shopping than men are.
- 8) She came to the event with Ana but she ignored _____ most of the time.
- 9) She hates to go to strange places by _____.
- 10) They left _____ passports at home by mistake.
- 11) Please pay attention _____ this chart.
- 12) She works _____ an advertising expert.
- 13) The director asked for _____ explanation from his assistants.
- 14) He chose the area for _____ atmosphere.
- 15) We're leaving _____ 3 days, on Tuesday.

V Read the following letter of application. In most lines, there is one extra word. It's either grammatically incorrect or does not fit in with the meaning of the text. Some lines are correct. If a line is correct, put a tick (✓). If there is an extra word, write it on the side.

Dear Sir,

I am writing for to apply for the post of manager in your new branch
to be opened in Lewisham, as advertised in the Daily Gazete of 5 November.

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0 ✓

As you will to see from my CV, I am a
33-year-old graduate qualification in social sciences from the
University of Bristol, with eight years' of experience in management.
My current position is being that of assistant manager at a branch of Dixons in
Durham.

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Since leaving university, apart from practical experience in the
various posts I have held, although I have studied extensively at
night school, attending courses in Negotiations Skills and Marketing.
Dixons have also sent for me on various internal courses in the same areas.

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I am much interested in the post advertised because it seems
to represent the type of opportunity I am looking for- to move into a
large international company and going to have the experience of
setting up a new store from the start.

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I hope for my application and my CV will be of
interest to you. I am available for interview at any other time, and
my present employer would be happy to supply you a reference.

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I look forward to hearing from you.

Your faithfully,
Andrew Jackson.



VI Complete the sentences with the appropriate prefix (un-, im-, dis-, mis-).

- 1) I tried to speak to the professor, but he was _____available.
- 2) The accident was _____avoidable.
- 3) My keys seem to have _____appeared. I can't find them anywhere!
- 4) I think I've _____understood. Could you please repeat the directions?
- 5) Kevin is so _____tidy. His room is always a mess.
- 6) He was angry to find that he had been _____informed about the location of the event by his colleagues.
- 7) I think it's a bad idea. I totally _____agree.
- 8) It's _____possible to predict the weather around here.
- 9) She was devastated when she realised he had been _____honest.
- 10) I thought she was very _____polite. She kept interrupting me.