Mock test

16.05.2019

**SECTION B: Analyze and translate the following text**

**Social Advertising Best Practices for the Social Marketer**

*Joe Chernov, Vice President of Content Marketing, Eloqua*

You've seen ads in Facebook sidebars that seem to know not only what you like, but also what you *might* like. Your Twitter feed has hosted its fair share of promoted tweets that piggyback on a recent query or trending topic. LinkedIn prods you with recommendations that are surprisingly relevant to your business interests. In other words, you may see personally the potential for social advertising. But will it work for your business?

Given the massive pools of prospects on any social network at any given time, it's a question that deserves a thoughtful answer. The curtain has closed on sending the intern to set up a Facebook or LinkedIn page. That was social media, Act One. Act Two requires more than "just showing up." Act Two is when social media evolves into social business, and social advertising - strategic, business-driving social advertising - is a core element of social business.

Social advertising can be a powerful technique for driving revenue performance, but developing a successful social advertising campaign hinges on the marketer's knowledge of not only fundamentals in advertising, but also social media essentials. While there's certainly no "silver bullet" solution for social advertising, there are some core principles that increase campaign effectiveness for most companies.