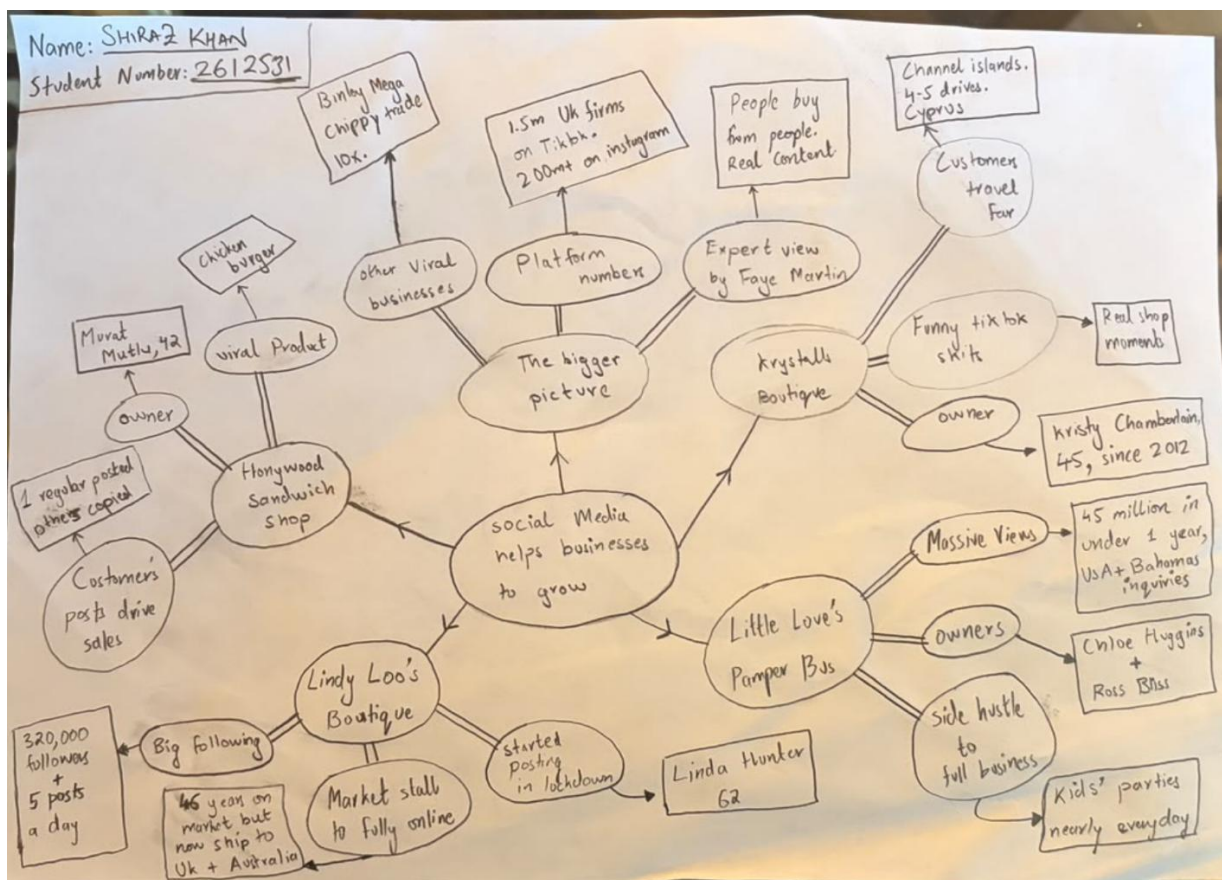


PART 1: Upload your photo of your A3 in-class notes here:



PART 2:

- Answer every question below in 1-3 **full** sentences.
- Use your own words. Do not use generative AI to answer these questions.
- Include a specific detail from the text when asked.

REMINDER

- The main idea is the overall message of the whole text.
- A key point helps to explain the main idea.
- A specific detail or example from the text shows that the key point is true.

1. What is the main idea of the whole text?

The text talks about how TikTok, Instagram, Facebook, and other social media platforms allow small business owners to convert online viral views and attention, into tangible sales in the real world. It also stresses on making authentic social media content, and that this form of social media marketing can be highly successful.

2. What is one key point that supports the main idea, and which specific example from the text shows this?

Social media exposure can bring in customers from far away places. Customers may travel from far away simply based on what they have seen on social media. This is a very powerful tool. i.e. Murat Mutlu saw a surge in weekend visitors, some travelling upwards of three hours. They had travelled after a customer posted a TikTok video which had gone viral.

3. What is a different key point that supports the main idea, and which specific example from the text shows this?

Another key point is that social media allows small businesses to quickly expand their operations and switch from traditional selling methods to online models. It helps business owners reach a much broader market than local venues allow. i.e. Linda Hunter used Instagram to shift from selling clothes at market stalls for 46 years to running a full warehouse business that ships outfits internationally.

4. Which part of the text do you think is most important, and why?

I think the most important part of the text is the section featuring marketing expert Faye Martin, where she explains that people buy from people. She points out that viewers prefer relatable experiences in online reels over standard advertisements. This is important because it shows the actual recipe for success in small businesses is through creating authentic human reactions and making them feel real emotion.

Reflection:

5. What did you find difficult in this task (including in-class components), and why was it difficult?

What I found difficult in this task was connecting the marketing ideas to the real business examples during the mind mapping exercise. It was hard at first to understand how simple social media posts could lead to real profit and make customers travel long distances to visit places like the sandwich shop or the dress shop.

6. What helped you with this difficulty, and how did it help you?

What helped me with this difficulty was rereading the text after class and looking closely at the details from the business owners. Reading about the exact hours people travelled and seeing how sales increased helped me understand how social media drives business growth.