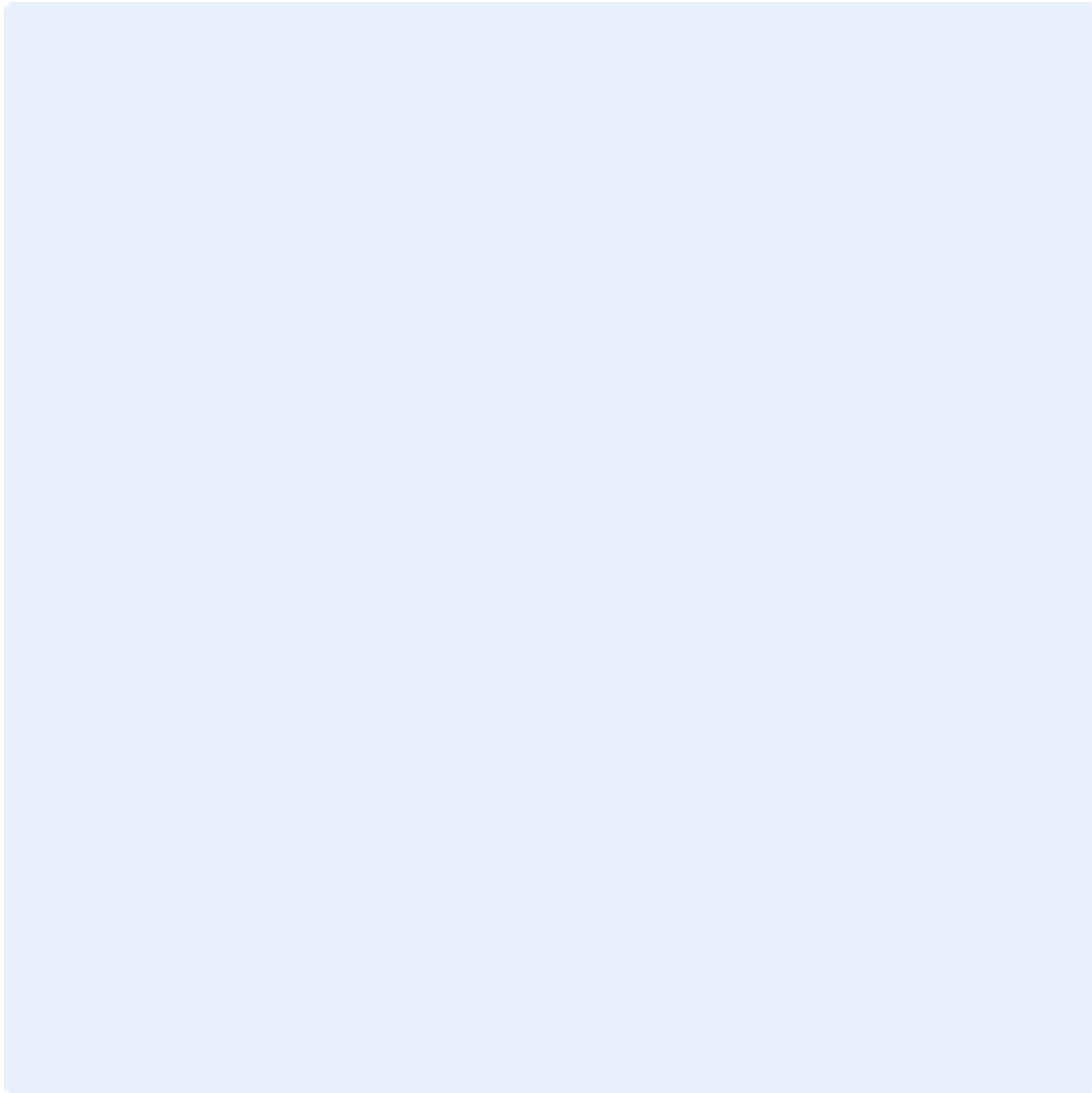




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PART 1: Upload your photo of your A3 in-class notes here:



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

The main idea of the whole text is that social media platforms such as Instagram have become powerful marketing tools that can turn small businesses viral which can drastically increase the amount of customers they have and also transformed their lives financially.

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

One key point is that going viral on social media can expand our businesses reach beyond the normal area and it can draw in customers who travel hours just to visit a specific example is the Honywood Sandwich shop. The text states that customers travel three hours for their chicken burger after content had been posted by customers.

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

A different key point is that social media allows small businesses owners to be different from traditional physical setups such as market stores into highly successful online operations. A specific example is Lindy Loos boutique during lockdown has stock stuck in her van but after posting videos on Instagram she grew of hundreds of thousands of followers which allowed her to move our business fully online

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

The most important part of the text is the commentary by Faye Martin that people buy from people. This is because business profiles provide great individual examples. Faye explains that marketing in today's world relies heavily on brand awareness and authenticity because people do not want to be sold to by traditionally such as ads. Skits allow customers to connect with their brands on an emotional level.

Reflection

At first i found it difficult how to lay out my work but using the mind map method this helped me a-lot to structure my assignment and remember all the key information needed to answer these questions.