IELTS READING TEST SET 1 TASK 3 GT -Marketing advice for new businesses



IELTS READING Marketing advice for new businesses Reading Practice Test has 10 Questions belongs to the Business / Management subject...

Marketing advice for new businesses

If you're setting up your own business, here's some advice on getting customers.

Know where your customers look

Your customers aren't necessarily where you think they are.

Attempt Free Reading Test..

Questions 15-20

Complete the sentences below.

Choose ONE WORD ONLY from the text for each answer.

Type your answers in boxes 15-20 below.

- Type correct answers here will help you to discover the most effective places to advertise. 15 Some
- Type correct answers here of your customers will show you how they feel about your company
- 17 A Type correct answers here of forms of advertising will make it more likely that potential customers will find out about you.
- 18 If you can, provide customers with useful Type correct answers here about your business.
- 19 Measuring the effects of your advertising can give you Type correct answers here that will improve your business.
- 20 Success in finding new customers largely depends on your Type correct answers here

So if you're advertising where they're just not looking, it's wasted money. That's why it pays to do a bit of research. Every time someone contacts your company, ask them where they found out about you. And act on this information so you're advertising in the right places.

Always think like a customer

What makes your customers tick? Find out, and you're halfway to saying the right things in your advertising. So take the time to ask them. A simple phone or email survey of your own customers, politely asking why they use you, what they really like and what they don't, is invaluable.

Make sure customers know you 're there

If a customer can't see you, they can't buy from you. There are loads of opportunities to promote your business - print, press, direct mail, telemarketing, email and the internet – and using a mix of these increases your chances of being seen (and remembered).

Ignore your customers and they'll go away

It sounds obvious, but companies who talk to their customers have much better retention rates than those that don't, so it's worth staying in touch. Capture your customers' email addresses upfront. Follow up a transaction to check they're happy with the service and, if possible, send them updates that are helpful, informative and relevant.

Know what works (and what doesn't)

Do what the professionals do, and measure all your advertising. That'll tell you what you're doing right - and where there's room for improvement. You never know, it might just throw up some information that could change your business for the better.

Remember word-of-mouth: the best advertising there is

A recent survey found that consumers are 50% more likely to be influenced by word-of-mouth recommendations than by TV or radio ads. So your reputation is your greatest asset. If your current customers are impressed with your company, they'll be more inclined to recommend you to others. On the flip side, if they experience bad service they probably won't complain to you – but you can be sure they will to their friends.

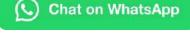
Attempt Free Reading Test..

Easily Get Required Score Tel:8439000086 Tel:8439000087 Tel:7055710003 Tel:7055710004 Tel:7055710009.



8439000086 8439000087 7055710003 7055710004

IELTS Simulation 323 GMS Road, Near Ballupur Chowk, Dehradun, India



email: info at ieltsband7.com



IELTS READING - Marketing advice for new businesses S1GT3



In "IELTS Reading Easy Demo for GT"



IELTS READING - USE OF UNIVERSITY GROUNDS BY VEHICULAR TRAFFIC S20GT1

August 16, 2025

In "IELTS Reading GT – Format, Tips, and Practice for General Training"

Tagged <u>IELTS Reading Matching Headings Questions – Strategy & Practice</u>, <u>Top 10 IELTS Reading Tips to Improve Band Score Fast</u>

Leave a Reply

In "IELTS Reading Easy Demo for GT"

You must be <u>logged in</u> to post a comment.

IELTS SIMULATOR

IELTS SIMULATOR 323 GMS Road, Near Ballupur Chowk, Dehradun, India.

