ACROSS

5. What does KPI stand for?

9. The social network is for business professionals to establish connections and share business related information with their colleagues.

10. This type of marketing is often associated with direct mail campaigns and considered to be the traditional form of marketing.

11. Something that encourages someone to take some sort of action. (Acronym)

13. A social media network for posting, editing, and sharing photos.

14. This type of marketing takes place on social networks. It can be considered both a component of inbound and outbound marketing. It allows businesses to increase brand awareness, growth, and may lead to lead conversion as well.

15. This social network is being used by businesses almost as quickly as the time-sensitive photos on this network disappear.

16. This type of marketing is described as the passing of information from person to person.

18. The reporting of meaningful patterns in data.

20. The acronym for the amount it costs your organization to acquire a lead. (Hint Cost Per _)

22. An acronym used to describe companies that sell to other businesses.

23. The type of marketing that is about "earning" the attention of prospects. Blogging, eBooks, and webinars fall under this type of marketing.

26. A type of lead nurturing that assists in pushing prospects through the conversion funnel on its own. 2 words.

27. The rate at which an email was unable to be delivered to a recipient's inbox. 2 words.

28. This social network is known as a pioneer for the use of hashtags, and for its 140 character limit on posts.

29. This tool allows users to interact with one another by sharing similar items under one same item. These are most often used on social media.

DOWN

1. A paid advertising method. (Acronym)

2. What does URL stand for?

3. What does the C in CSS stand for?

4. A web based application that allows users to easily create, edit, and manage a website. 3 words.

6. This type of website visitor has visited more than once within a period of time.

7. Formatting your website in a way that it is easily read on mobile devices. 2 words.

8. The acronym for "Controlling the Assault of Non-Solicited Pornography and Marketing". This is a law passed in 2003 that established the rules for commercial email and messages.

12. The percentage of people who completed a desired action. For example: visiting a website, and then filling out a form for information. 2 words.

17. The social media network with 1.39 MAU (Mobile Active Users).

19. A page on a website that contains a form to capture visitor information.

21. The tool used to capture the credentials of visitors interested in your information, products and services.

22. A regularly updated website or page typically written in an informal conversational style.

24. A piece of information that can build authority, and lead to conversion.

25. A type of marketing with a direct link to a contacts inbox. With this method of marketing contacts have the option to "unsubscribe".

Check your answers at:
http://jmct.io/cwkey