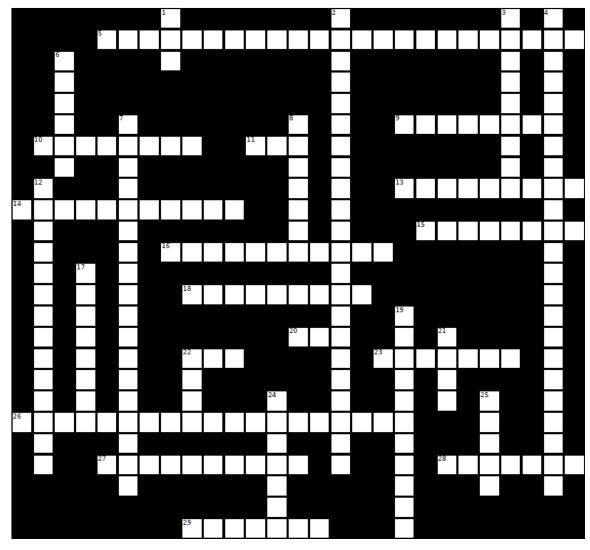


MARKETING TERMINOLOGY

crossword puzzle



ACROSS

- 5. What does KPI stand for?
- $\textbf{9.} \ The social network is for business professionals to establish connections and share business related information with their colleagues.$
- 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.
- ${\bf 6.}$ 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).
- $\textbf{19.} \ \mathsf{A} \ \mathsf{page} \ \mathsf{on} \ \mathsf{a} \ \mathsf{website} \ \mathsf{that} \ \mathsf{contains} \ \mathsf{a} \ \mathsf{form} \ \mathsf{to} \ \mathsf{capture} \ \mathsf{visitor} \ \mathsf{information}.$
- $\textbf{21.} \ \ \text{The tool used to capture the credentials of visitors interested in your information, products and services.}$
- 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.
- $\textbf{25.} \ A type of marketing with a direct link to a contacts inbox. With this method of marketing contacts have the option to "unsubscribe".$

Check your answers at:

http://jmct.io/cwkey

