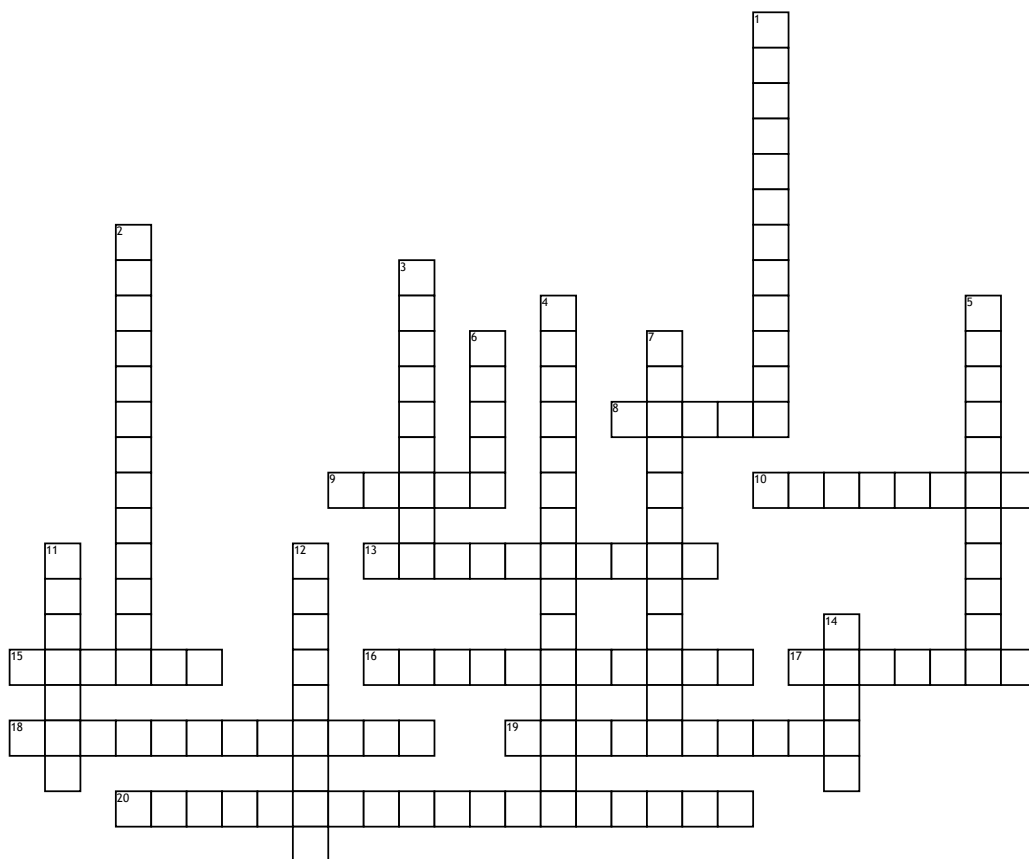


Name: _____ Date: _____ Period: _____

Social Media Marketing



Across

8. Department responsible for selling products or services to customers and meeting the company's sales goals

9. One of the four p's of marketing; the cost of a product or service a company offers.

10. Web-based technology that enables the development, deployment, and management of social media solutions and services.

13. a person with a strong influence in his or her particular field of expertise

15. The difference between a company's revenue and its costs; Revenue- costs= Margins.

16. Process of communicating with potential customers to promote a product or service.

17. One of the four p's of marketing; refers to actual product or service a company offers.

18. path the product or service purchased travels from the company to consumer.

19. Happens when the desired outcome of a marketing message is achieved

20. Performance indicator that measures the amount gained from an investment relative to investment costs.

Down

1. the collection, reporting, and examination of actions taken on a website

2. Process of promoting a product in a retail environment, including visual display in retail stores.

3. one of the four p's of marketing; refers to the messaging and communication channels marketers use to generate awareness, interest, engagement, and excitement about products or services.

4. Efforts made by a company to shape the way audiences perceive company, how a brand is seen in the public (public image) can have an effect of a brand's action.

5. A specific part of a population, especially identified by average age, income, education, etc.

6. One of the four p's of marketing, refers to where the product is sold and delivered to customers.

7. A computer program that searches database and internet sites for the documents containing keywords specified by a user.

11. refers to content/ or interactions used to grow and/ or engage with a social media

12. Process of communicating a company's values to customers.

14. Distinctive name, words , designs logo, mark or a combination of these elements that create company or product identity and that separate the company or product from competitors.

Word Bank

Search engine

Promotion

Brand

Organic

Conversion

Place

Merchandising

Web analytics

Platform

Demographic

Margin

Product

Public relations

Distribution

Influencer

Sales

Advertising

Return on investment

Price

Marketing