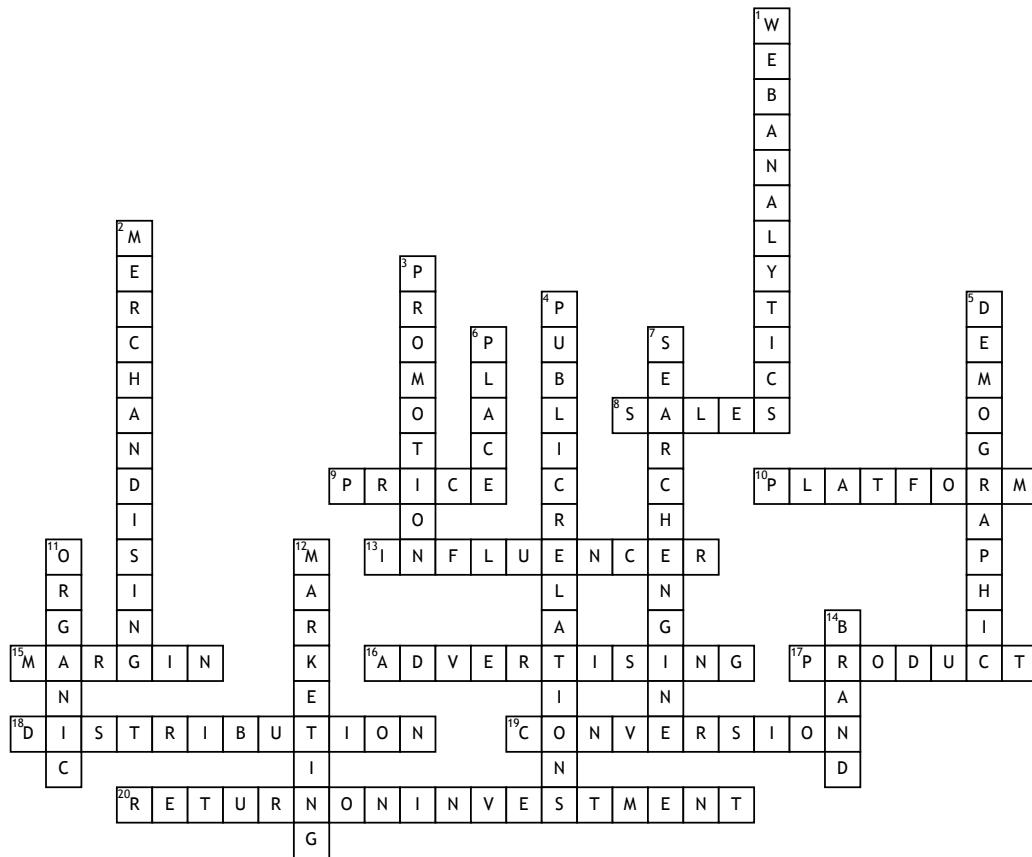


# Social Media Marketing



## 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

Advertising

Promotion

Platform

Public relations

Distribution

Sales

Marketing

Merchandising

Product

Conversion

Organic

Influencer

Brand

Margin

Price

Web analytics

Place

Search engine

Return on investment

Demographic