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Social Media Marketing

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|  | 15  M | A | R | G | I | N |  |  | K |  | 16  A | D | V | E | R | T | I | S | I | N | G |  | 17  P | R | O | D | U | C | T |
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|  | 18  D | I | S | T | R | I | B | U | T | I | O | N |  |  | 19  C | O | N | V | E | R | S | I | O | N |  |  |  |  |  |
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|  |  |  |  | 20  R | E | T | U | R | N | O | N | I | N | V | E | S | T | M | E | N | T |  |  |  |  |  |  |  |  |
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| **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. |

   Advertising       Brand       Distribution       Margin       Marketing       Merchandising       Place       Price       Product       Promotion       Public relations       Sales       Web analytics       Conversion       Demographic       Influencer       Organic       Platform       Return on investment       Search engine