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Social Media Marketing

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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