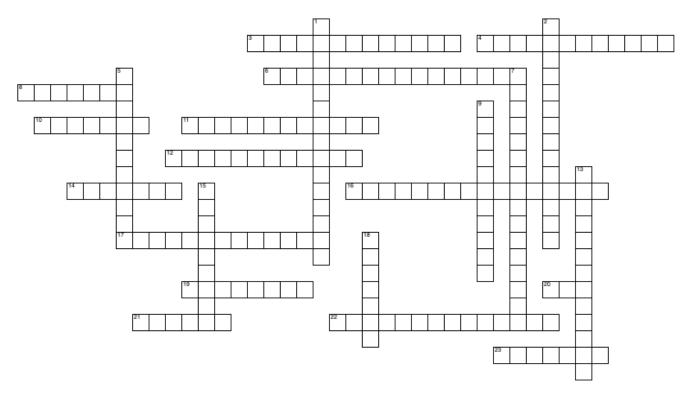
## **Working Remotely**



## **ACROSS**

- 3. A website menu that appears as three lines stacked to deliciously save on space
- 4. The action of making the best or most effective use of a situation or resource
- An approach to web design that makes web pages render well on a variety of devices
- 8. A short, memorable description that becomes identified with a product
- 10. A seminar conducted over the Internet
- 11. A semi-fictional representation of your ideal customer based on market research and real data about your existing customers
- 12. A method used in direct marketing to acquire customers through timed lead nurture sequences
- 14. A computer program or AI that conducts a conversation online
- 16. Content that is always relevant, unlike trending content
- 17. This ad service is largely focused on keywords in paid online advertising
- 19. A series of ad messages that share a single idea and theme which make up an integrated marketing communication
- 20. A measurable value that demonstrates how effectively a company is achieving primary business objectives (abbrev.)
- 21. An application, or a component of an interface, that enables a user to perform a function or access a service
- 22. In web design, this creates a feeling of 3D scrolling as a website visitor moves down the page
- 23. Inbound marketing and sales software that helps companies attract visitors, convert leads, and close customers

## DOWN

- An unsubscribe list of email addresses; Those who have indicated that they do not wish to receive email correspondence
- 2. The highly effective digital marketing strategy of sending emails to prospects and customers
- 5. Also known as remarketing
- 7. A management tool that can be used to gauge the loyalty of a firm's customer relationships
- 9. A standalone web page created specifically for the purpose of a marketing or ad campaign
- 13. A term used in Web analytics to refer to a person who visits a site at least once within the reporting period
- 15. Also known as a webpage schematic or screen blueprint
- 18. In context of SEO, a particular word or phrase that describes the contents of a web page

