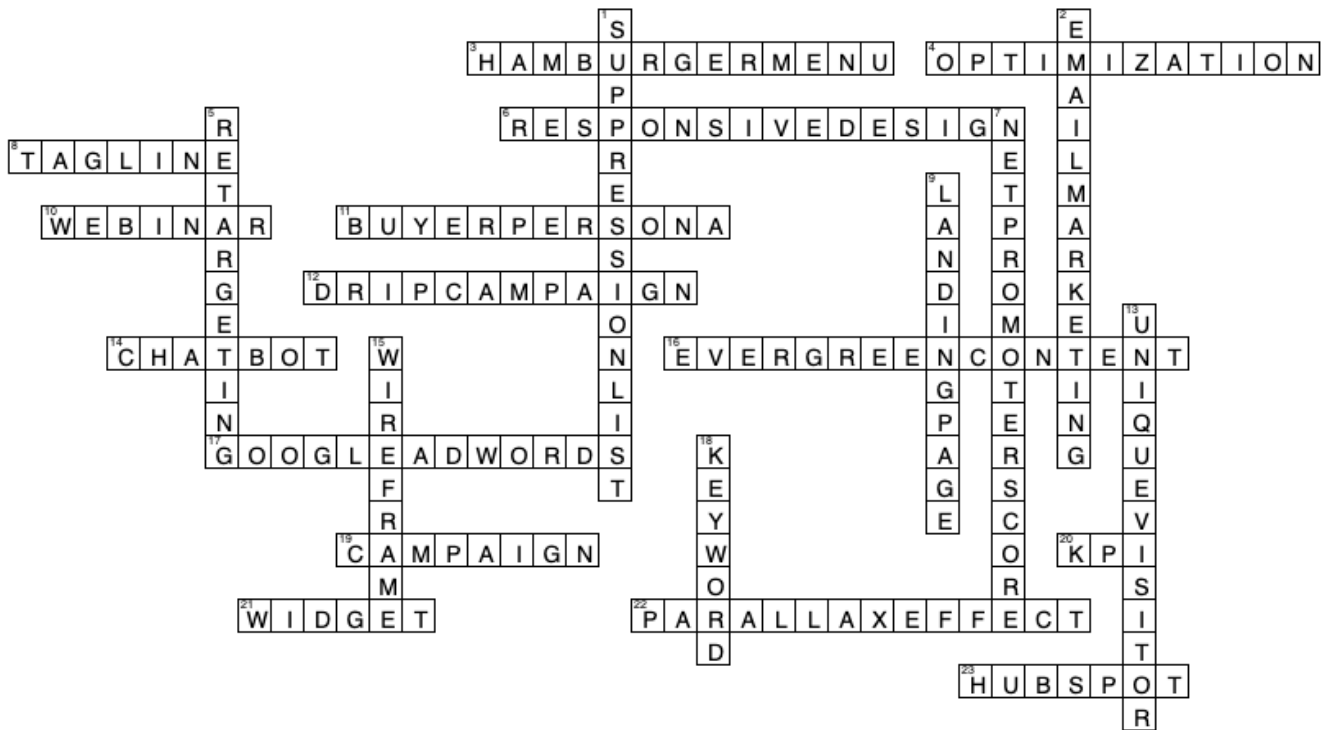


Working Remotely



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
6. 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

1. 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