

# BUZZWORD bingo



lead nurturing

cos

where's  
the coffee?



search engine  
optimization

inbound marketing  
certified



swag

live tweet

seth godin

customer  
lifecycle

onerepublic

live tweet



boston red socks

HubSpot

nate silver



customer  
lifecycle

personalization

arianna huffington

above the fold

social inbox

signals



sales funnel

key takeaway



happy hour

facebook insights

responsive design

