Name:	Date:	Social N
Chapter 4 Review		Market
Define Key Terms		
Instructions		
Define the following key terms from this chapter.		
1. Bibliography		
2. Content strategy		
3. Customer profile		
4. Engagement strategy		
5. Integrated marketing		

6. Metric

Chapter 4 Review | **Define Key Terms**



7.	PEST analysis
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8. –	SMART goal
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9.	Social commerce
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10 -	. Social entertainment
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11	. Social networking
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12	. Social publishing
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