

| <b>M</b>                  | <b>W</b>                   | <b>G</b>        | <b>A</b>      | <b>H</b>                         |
|---------------------------|----------------------------|-----------------|---------------|----------------------------------|
| Twitterverse              | Aggregator                 | API             | Ecosystem     | Search<br>Engine<br>Optimization |
| Monetize                  | Collective<br>Intelligence | Tags            | Paid<br>media | App                              |
| Revolution                | Stockholders               | Social<br>Media | Video<br>blog | Best<br>practice                 |
| Outbound<br>Marketing     | Inbound<br>marketing       | Streamline      | Cloud         | Innovate                         |
| Social<br>Media<br>Expert | Logistics                  | Real<br>time    | Startup       | Make it<br>pop                   |

|                   |                      |              |                  |                   |
|-------------------|----------------------|--------------|------------------|-------------------|
| <b>M</b>          | <b>W</b>             | <b>G</b>     | <b>A</b>         | <b>H</b>          |
| Social enterprise | Return on Engagement | Freemium     | Streamline       | Inbound marketing |
| Fair use          | Multi-platform       | Innovate     | Entrepreneurship | Beta              |
| CSR               | Organic              | Social Media | Monitor          | Mashup            |
| Avatar            | Branding             | Semantic Web | IPO              | Best practice     |
| Influencer        | Tags                 | App          | Video blog       | Sustainability    |

| <b>M</b>   | <b>W</b>           | <b>G</b>                   | <b>A</b>           | <b>H</b>       |
|------------|--------------------|----------------------------|--------------------|----------------|
| Algorithm  | Outbound Marketing | Search Engine Optimization | Mood Graph         | Avatar         |
| Influencer | Next Gen           | Subscribe                  | Klout              | Monitor        |
| Community  | Empathy            | Social Media               | ROI                | Web 2.0        |
| Sentiment  | Revolution         | Paradigm                   | Social Media Ninja | Best practice  |
| Campaign   | RSS                | Retention                  | Multi-platform     | Net Neutrality |