

B	I	N	G	O
Transparency	Actionable Analytics	Enhanced Campaigns	ROI	Omni Channel
Content is King	Thought Leader	Pay to Play	Bandwidth	Synergy
Wearable Tech	Citations	FREE	KPI	Low Hanging Fruit
Repurposing Content	MnSearch	Ping	Growth Hacking	Panda/Penguin
Clickbait	Real-Time	Core Competency	Web Personalization	Customer-centric

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Holistic	Omni Channel	Clickbait	Actionable Analytics	Transparency
Thought Leader	Pay to Play	Low Hanging Fruit	Panda/Penguin	Core Competency