

GrayMatterz

THE ZIMMERMAN GROUP, INC.

Marketing/Consulting

May 2011

Take A Mental Marketing Break — Part I

Is the world of marketing changing? Oh yeah. New technologies and acronyms are buzzing into our reality daily.

Juice your brain with this quick quiz: see how many of the following you can identify in 30 seconds.

Use the second hand on your watch? Nah. Just set the timer on your smart phone ;->

- | | | |
|----------|-----------|-------------|
| 1. HTML | 15. ISDN | 29. PPC |
| 2. LAN | 16. SMTP | 30. WOMM |
| 3. PSA | 17. URL | 31. WYSIWYG |
| 4. VNR | 18. SEO | 32. XML |
| 5. 5 Ws | 19. CPC | 33. RSS |
| 6. QR | 20. CPL | 34. FPO |
| 7. FWMTS | 21. CTR | 35. PPC |
| 8. WIFM | 22. SYSOP | 36. CMS |
| 9. FTP | 23. DMOZ | 37. WAN |
| 10. GUI | 24. CRM | 38. IVR |
| 11. GIF | 25. IMC | 39. POP |
| 12. TIF | 26. GRP | 40. IP |
| 13. JPEG | 27. RON | |
| 14. HTTP | 28. USP | |



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So how many did you get?

- | | | | |
|-----------|--|-------------|---|
| 1. HTML | <i>hypertext markup language</i> | 22. SYSOP | <i>system operator</i> |
| 2. LAN | <i>local area network</i> | 23. DMOZ | <i>directory Mozilla</i> |
| 3. PSA | <i>public service announcement</i> | 24. CRM | <i>customer relationship management</i> |
| 4. VNR | <i>video news release</i> | 25. IMC | <i>integrated marketing communications</i> |
| 5. 5 Ws | <i>who/what/where/when/why</i> | 26. GRP | <i>gross rating point</i> |
| 6. QR | <i>quick response</i> | 27. RON | <i>run of network</i> |
| 7. FWMTS* | <i>forgot what made them successful</i> | 28. USP | <i>unique selling proposition</i> |
| 8. WIFM | <i>what's in it for me</i> | 29. PPC | <i>pay per click</i> |
| 9. FTP | <i>file transfer protocol</i> | 30. WOMM | <i>word-of-mouth marketing</i> |
| 10. GUI | <i>graphical user interface</i> | 31. WYSIWYG | <i>what you see is what you get</i> |
| 11. GIF | <i>graphics interchange format</i> | 32. XML | <i>extension markup language</i> |
| 12. TIFF | <i>tagged image file format</i> | 33. RSS | <i>rich site summary, RDF site summary</i> |
| 13. CSS | <i>cascading style sheet</i> | 34. FPO | <i>for position only</i> |
| 14. HTTP | <i>hypertext transfer protocol</i> | 35. PPC | <i>pay per click</i> |
| 15. ISDN | <i>integrated services digital network</i> | 36. CMS | <i>content management system</i> |
| 16. SMTP | <i>simple mail transfer protocol</i> | 37. WAN | <i>wide area network</i> |
| 17. URL | <i>uniform resource locator</i> | 38. IVR | <i>interactive voice response</i> |
| 18. SEO | <i>search engine optimization</i> | 39. POP | <i>point of presence OR point of purchase</i> |
| 19. CPC | <i>cost per click</i> | 40. IP | <i>internet protocol</i> |
| 20. CPL | <i>cost per lead</i> | | |
| 21. CTR | <i>click-through rate</i> | | |

**FWMTS. This one might have been a stumper for some of you. "Forgot what made them successful" is from Positioning: The Battle for Your Mind, Al Ries and Jack Trout.*

If you got between 35 and 40 correct, treat yourself today! You've earned a break.

Call on us. We've got *Brains for hire™*.
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