Name: .

Block: .

**Vocabulary**

***1. Entrepreneur 2. Employee 3. Entrepreneurship***

***4. Business 5. Inbound Marketing 6. Expense***

***7. Revenue 8. Profit 9.* Closed-Loop Marketing**

***10. Inbound Marketing***

|  |  |
| --- | --- |
| **#** | **Explanation** |
|  | The economic costs that a business incurs through its operations to earn revenue. |
|  | A person hired for wages or salary. |
|  | A person willing to start a business and is willing to risk loss in order to make money. One who organizes, manages, and assumes risks of a business or enterprise. |
|  | The activity of making, buying, selling or supplying goods or services for money. It is a commercial activity such as a company, shop, store or factory. |
|  | The money a business makes after accounting for all expenses. |
|  | The pursuit of opportunity without regard to resources currently controlled. Including business situations where one engages in projects involving risk where profit is uncertain. |
|  | Refers to marketing activities that draw visitors*in,* rather than marketers having to go out to get prospects' attention. It's all about earning the attention of customers, making the company easy to find online, and drawing customers to the website by producing interesting, helpful content. By aligning the content you publish with your customer’s interests, you naturally attract inbound traffic that you can then convert, close, and delight over time |
|  | The amount of money that is brought into a company y its business activities. It is calculated by multiplying the price at which goods or services are sold by the numbers units or amount sold. |
|  | The practice is being able to execute, track and show how marketing efforts have impacted bottom-line business growth. An example would be tracking a website visitor as they become a lead to the very last touch point when they close as a customer.  When done correctly, you’d be able to see just how much of your marketing investment yielded new business growth. One of the biggest business benefits of implementing an inbound marketing strategy and utilizing inbound marketing software is the ability to execute closed-loop marketing. |

**Bonus**: Teach Mr. Kraus as fun fact: