1- An intermediary who sells to consumers is referred to as

   Retailer

2- The costliest promotion tool is usually.

   Personal selling

3- Tasty pizza website is monitored and tested regularly by internal resources and as issues of accessibility are identified and new solutions are discovered to improve the user experience remediation and system fixes are implemented to

   Local SEO

4- Is used by web designers to ensure that each webpage works effectively with various search engines.

   A/B testing

5- When bill successfully overcame each of his customer's objections and asked for the order Bill was in the__selling process

   Closing

6- Considering the communication process an advertisement of a particular copier machine model would be considered

   Endcoding

7- Free or minimal cost items offered by companies in order to entice customers to buy their product are called

   Premium

8- When a salesperson prepares a presentation for a particular customer the sales person is in the step of the sales process.

   Prospecting maybe

9- The number of times an average person in the target market is exposed to a message is known as the   of the message.

   Frequency

10- When a group of individuals selects a particular consumer submitted entry it is called a

   Contest