

## Getting the word across

1. Verb - 3Rd Person Singular Present
2. Verb - 3Rd Person Singular Present
3. Verb
4. Coordinating Conjunction
5. Noun - Plural
6. Pronoun
7. Determiner
8. Noun
9. Noun
10. Noun - Plural

# Getting the word across

Do you hope that your customers love your content? Or do you know? It doesn't have to be a guessing game; there's a science behind figuring out what works and what doesn't. The way to strategically (and effectively) tweak your messaging to appeal to your customers' \_\_\_\_\_  
Verb - 3rd Person Singular Present and \_\_\_\_\_  
Verb - 3rd Person Singular Present is to \_\_\_\_\_  
Verb data. In fact, there may be data about your customers or potential customers that you have access to \_\_\_\_\_  
Coordinating conjunction aren't using to help you in these \_\_\_\_\_  
Noun - Plural. Data enables \_\_\_\_\_  
Pronoun to segment your list to send \_\_\_\_\_  
Determiner most relevant, targeted marketing content, at the right time for maximum deliverability rates. The heart of \_\_\_\_\_  
Noun is data. While marketing is an art and a \_\_\_\_\_  
Noun, we like to put the emphasis on science. Make educated predictions about prospect and buyer behavior rather than take a stab at guessing. Make big data your small business' friend and we promise you'll see \_\_\_\_\_  
Noun - Plural!