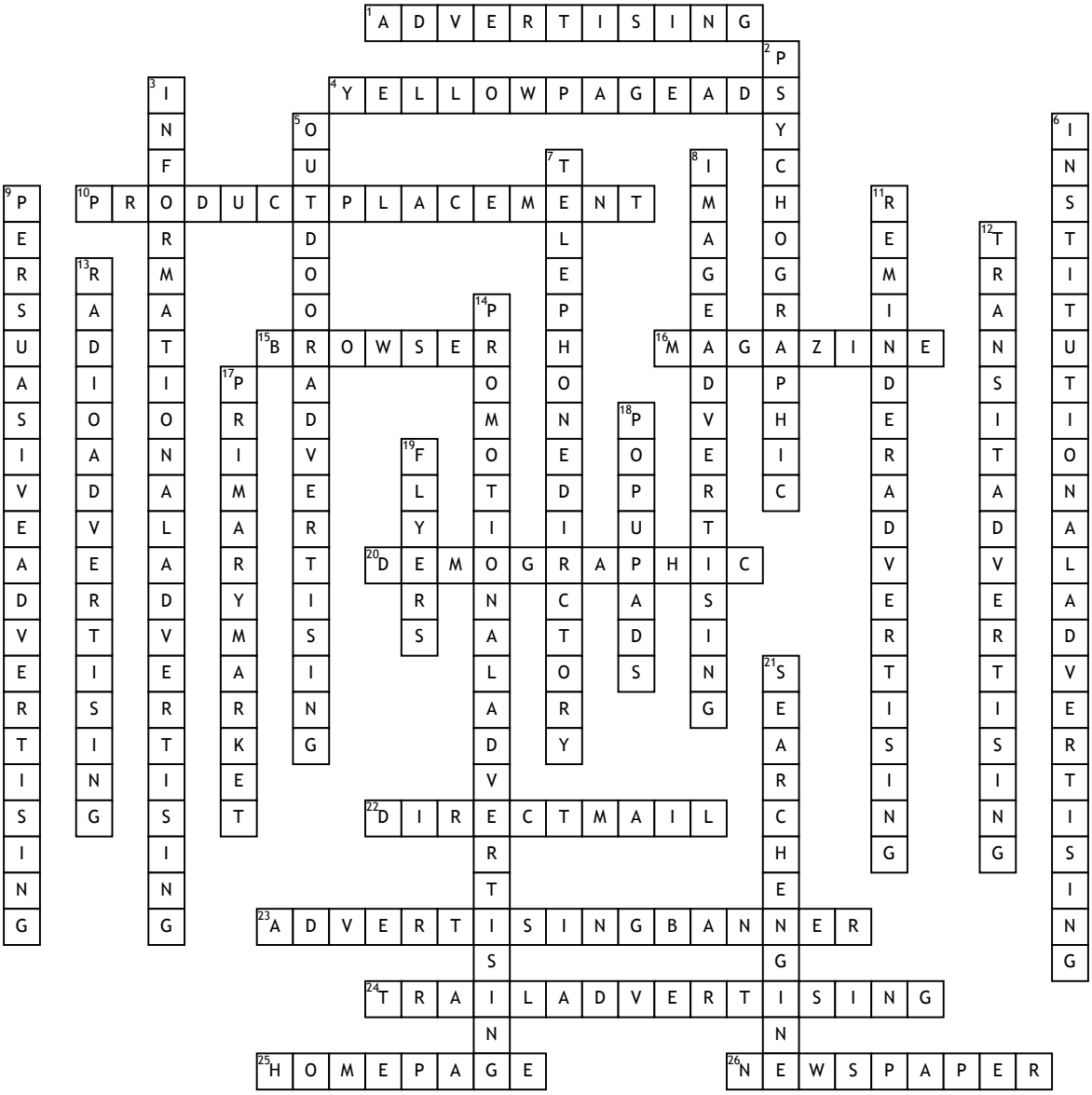
Marketing Puzzle



Across

1. form of marketing communication used to promote or sell something

4. section in a phone book where buisnesses can advertise

10. pay to have their products featured in movies and television programs

15. program to help search the web

16. general interest covering several topics by short stories

20. particular sector of population

22. unsolicited advertising

23. graphic display that stretches across the top of a website

24. trial of marketing conducted of sampling

25. introductory page of a website

26. distributed weekly or daily

Down

2. study and classification of people

3. promotion that educates the public

5. billboards, bus benches, vehicles

6. message aimed at creating an image for an organization

7. a book listening addresses, names, phone numbers

8. attempt to create a favorable mental picture

9. product promotion that attempts to influence a customer

11. marketing strategy consisting of a brief messagr

12. advertising on public vehicles

13. radio stations sell air time

14. informs prospects about specials, discounts, sales, schemes

17. companies can raise funds

18. opens in a new window without user prompt

19. small handbill advertising an event

21. searches and identifies iteams