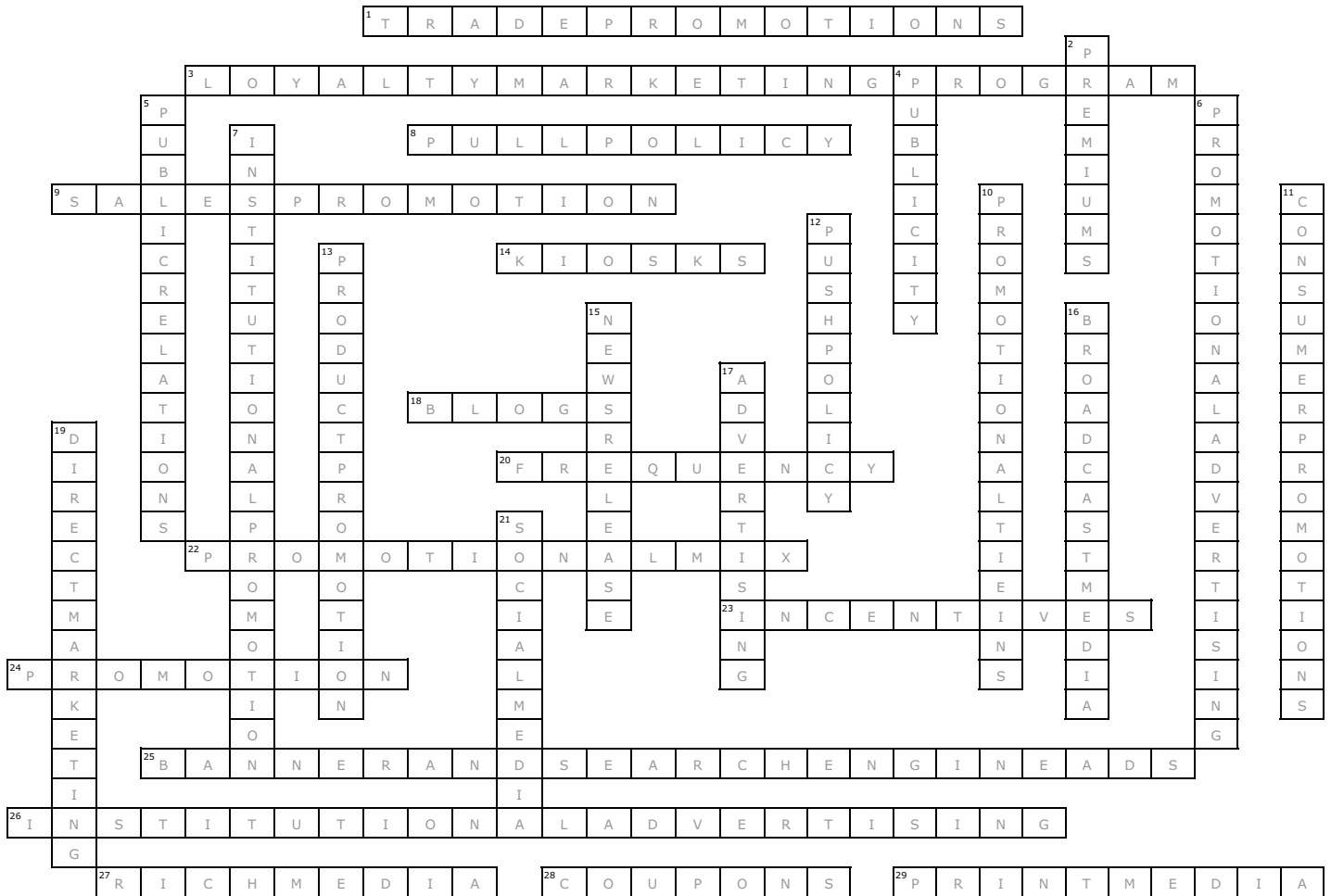


Name: \_\_\_\_\_

# Marketing Crossword Puzzle



**Across**

1. marketing activities that are executed in retail between these two partners.
3. a structured and long-term marketing effort which provides incentives to repeat customers who demonstrate loyal buying behavior.
8. A pull strategy is where interest for a specific product or service is created within a target audience that then demands the product from channel partners.
9. Sales promotion is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives).
14. a small open-fronted hut or cubicle from which newspapers, refreshments, tickets, etc., are sold.
18. a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.
20. The rate at which something occurs or is repeated over a particular period of time or in a given sample.
22. Activity that supports or provided active encouragement for the furtherance of a cause, venture, or aim.
23. a thing that motivates or encourages one to do something.
24. activity that supports or provides active encouragement for the furtherance of a cause, venture, or aim.
25. method of placing online advertisements on web pages that show results from search engine queries
26. focuses on touting the benefits, ideas, or philosophies of your business, or its entire industry, to enhance or repair its reputation rather than selling a product or service.
27. an Internet advertising term for a Web page ad that uses advanced technology
28. a voucher entitling the holder to a discount for a particular product.
29. treated as singular or plural Means of mass communication in the form of printed publications, such as newspapers and magazines.

**Down**

2. an amount to be paid for an insurance policy.
4. the notice or attention given to someone or something by the media
5. the professional maintenance of a favorable public image by a company or other organization or a famous person.
6. an activity or series of activities that boost the sales of a product or service, usually in the short-term.
7. A marketing approach that demonstrates the goodwill of an organization or individual in order to boost its public relations appeal.
10. pertaining to or designating a sale in which the buyer in order to get the item desired must also purchase one or more other, usually undesired, items
11. Actions intended to convince individuals to purchase a good or service.
12. A marketing policy aimed at distribution centers to encourage their promotion of a product or services to their customers.
13. In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue.
15. A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy
16. the most expedient means to transmit information immediately to the widest possible audience
17. the activity or profession of producing advertisements for commercial products or services.
19. the business of selling products or services directly to the public, e.g., by mail order or telephone selling, rather than through retailers.
21. websites and applications that enable users to create and share content or to participate in social networking.

**Word Bank**

Broadcast Media                      Push Policy                      Direct Marketing                      Premiums

Loyalty Marketing Program

Social Media

Incentives

Promotional Advertising

Trade Promotions

Promotion

Promotional Mix

Public Relations

Publicity

Rich-Media

Kiosks

Pull Policy

Product Promotion

Promotional Tie-Ins

Institutional Advertising

Advertising

Sales Promotion

Frequency

Banner and Search Engine Ads

Print Media

Consumer Promotions

Institutional Promotion

Blogs

Coupons

News Release