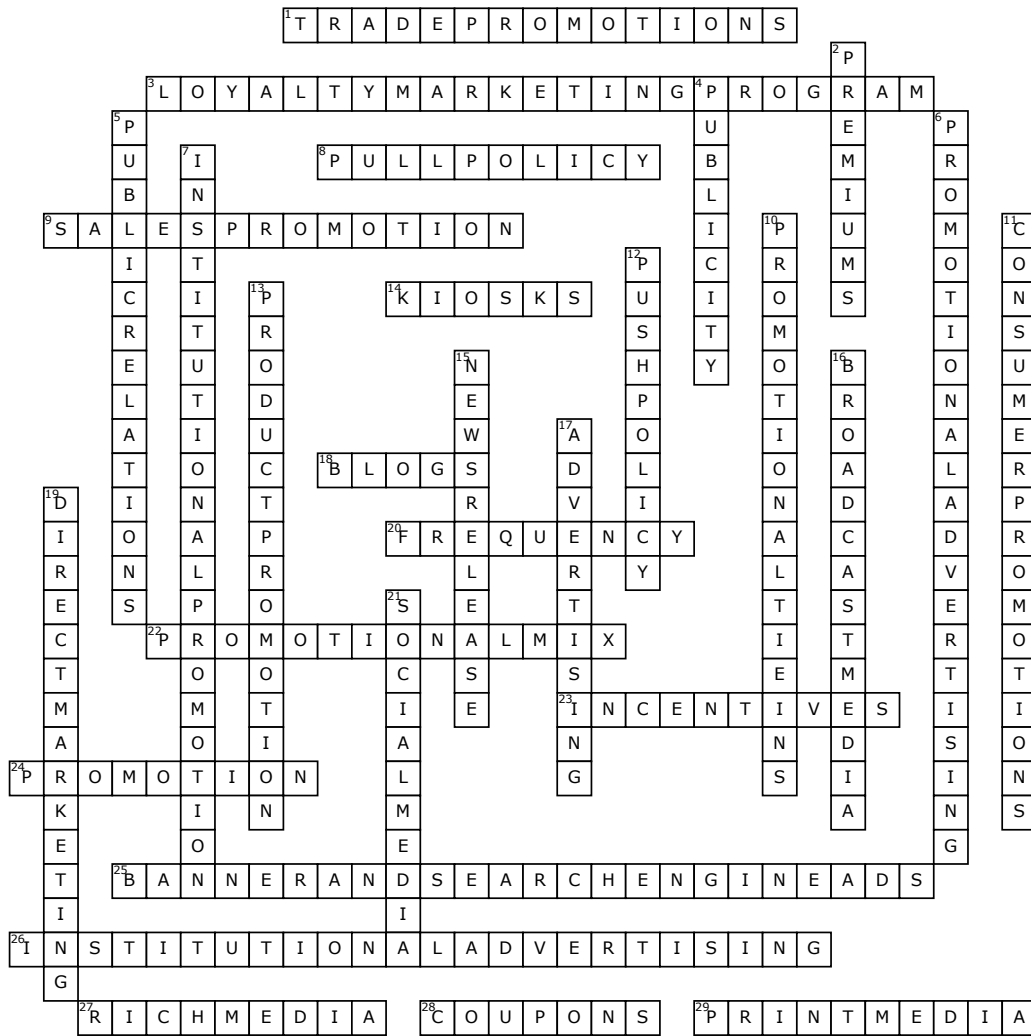


Name: _____

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

- | | | | |
|---------------------|------------------------------|---------------------------|------------------|
| Sales Promotion | News Release | Kiosks | Rich-Media |
| Promotional Tie-Ins | Publicity | Direct Marketing | Push Policy |
| Promotional Mix | Product Promotion | Consumer Promotions | Frequency |
| Pull Policy | Banner and Search Engine Ads | Broadcast Media | Blogs |
| Advertising | Promotional Advertising | Loyalty Marketing Program | Incentives |
| Coupons | Institutional Advertising | Institutional Promotion | Public Relations |
| Trade Promotions | Social Media | Print Media | Premiums |
| Promotion | | | |