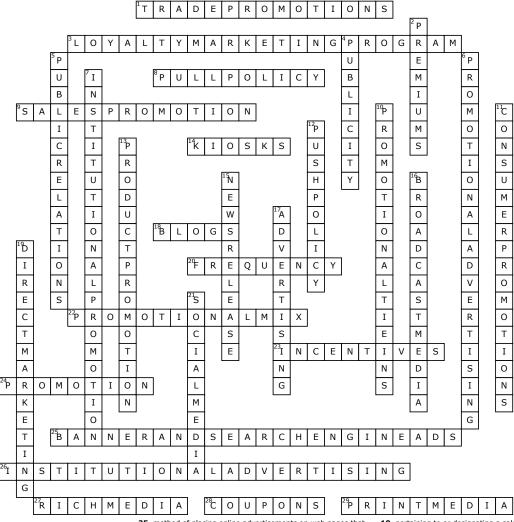
## Marketing Crossword Puzzle



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).
- ${\bf 14.}~{\rm a}~{\rm small}~{\rm open-\acute{f}ronted}~{\rm hut}~{\rm or}~{\rm cubicle}~{\rm from}~{\rm which}~{\rm newspapers},~{\rm refreshments},~{\rm tickets},~{\rm etc.},~{\rm are}~{\rm sold}.$
- 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.

- ${\bf 25.}\ method$  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
- **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

- 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**

Promotional Tie-Ins Promotional Mix Loyalty Marketing Program Print Media Coupons Blogs Sales Promotion Premiums

Kiosks Frequency Publicity Incentives **Institutional Promotion** Trade Promotions **Push Policy** 

Social Media Banner and Search Engine Ads Broadcast Media Rich-Media Direct Marketing Promotional Advertising Advertising

Promotion **Product Promotion** Public Relations Consumer Promotions Pull Policy Institutional Advertising News Release