

Marketing Crossword Challenge

Notes:

- Boxes with two numbers - the first is across and the second one is down
- For hyphenated words (listed in clues) the hyphen "-" has its own box

	26		27		28									29
1										30		2/31		
					3									
4												5		
					32	-	6							33
								34	-		7			
8														35
			36	37	38				9					
10						11				-		12		
												39	40	41
								13					14	
	42				15					16/43				
												44		
		17							18					45
									47					
					46									
		19							20					48
			49											
21														
										22				
		23							24				25	

CLUES ACROSS

1. One of the 4P's marketing mix
2. What a Chatbot is designed to do... "to _____ customers"
3. Marketers try to achieve these, which are usually found in a marketing plan
4. Collective term for billboard and transit advertising
5. Customers who buy a lot of a product category = "heavy _____"
6. Part of the extended 7P's marketing mix (note: 6 letters)
7. Last part of the AIDA model
8. Process of splitting up a market into related sets of consumers
9. A type of group used in marketing research
10. A word that can follow "market", "concept", and "A/B"
11. With advertising, we usually need to trade-off _____ and frequency (note: 5 letters)
12. The proportion of sales we win in the overall market
13. A key consumer behavior model the "buyer _____ process"
14. Initials for sales displays set up in retailers
15. A finance terms for the % return on investment
16. Final stage of the PLC
17. The act of looking for information, especially online
18. Starting point in the new products process, we try to "_____ ideas"
19. Marketers strive to meet these for consumers
20. Number of customers/total consumers = ???
21. A top-level segmentation base, reflective of consumer actions in the marketplace
22. A structured test to assess the impact of different marketing mix tactics
23. Most marketers will work in one, rather than alone
24. Initials for customer life-time value
25. What we do to data to uncover insights (starts with an M)

CLUES DOWN

26. Unique selling _____
27. The singular form of "media"
28. Retailing that does offer a physical outlet (hyphenated word)
29. Initials for the physical or digital location where a sales transaction takes place
30. The best type of brand awareness (three linked words, with hyphens)
31. All marketing objectives achieved = a "marketing _____ story"
32. What @ means in email addresses
33. A number two more than the number of P's in the extended marketing mix
34. A small, specialized target market
35. A form of sales promotion, where we give a free _____
36. Questionnaires are used in these
37. The I in IMC, but without the D on the end
38. Another term for "Millennials" (hyphenated)
39. Initials for another description of the promotional mix
40. A general term for interference and disruption in the communication process
41. Initials summarizing the macro-environment factors
42. Platform where influencers and vloggers can be found
43. Step two in the AIDA process
44. With a new-to-the-world product, one of the first challenges is to "make consumers _____ of the product"
45. This type of consumer needs provides a great opportunity for a new product offering
46. Matrix used in the Situational Analysis section of marketing plans
47. Opposite of a push marketing strategy
48. A likely future Cash Cow
49. An old term for a website visits and interactions
50. Marketers often need to demonstrate this after an expensive campaign (initials only)