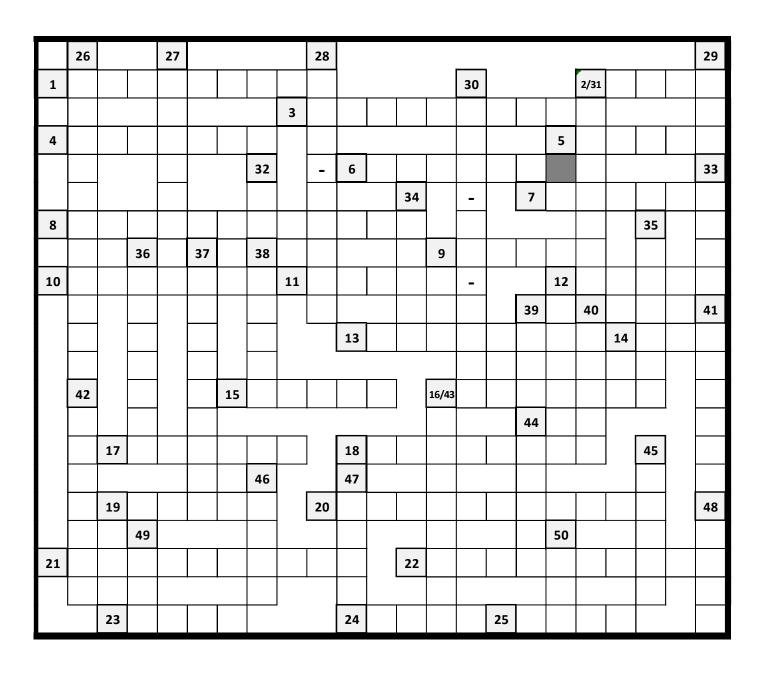
## Marketing Crossword Challenge

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



## **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)