

## Find-a-Word Crossword = Marketing Strategy and Mix

Welcome to the Find-a-Word Crosswords Activity! This interactive task is a blend of a crossword puzzle and a find-a-word game.

- Start by solving the clues – you have the first letter and number of letters to guide you.
- Then find the words in the grid.
- Circle or highlight each word as you find it.
- Words can run horizontally, vertically, or diagonally. And sometimes the letters in the words will overlap.

### IMPORTANT: Identify the Missing Word

- One clue will not have a matching word in the grid.
- You need to identify which is the missing word (clue) – then you have solved the puzzle.
- Good Luck!

### YOUR CLUES

1. A detailed marketing \_\_\_\_\_ includes tactics, timelines, and budgets for achieving goals. Clue: Starts with P, 4 letters
2. The cost of the product to the consumer. Clue: Starts with P, 5 letters
3. A \_\_\_\_\_ is anything that can be offered to satisfy a consumer need or want. Clue: Starts with P, 7 letters
4. The \_\_\_\_\_ stage of the PLC is marked by falling sales and profits. Clue: Starts with D, 7 letters
5. Product \_\_\_\_\_ refer to additional variations to an existing product line. Clue: Starts with E, 9 letters
6. \_\_\_\_\_ marketing involves promoting and selling products through online channels. Clue: Starts with D, 7 letters
7. A temporary price reduction to encourage sales is called a \_\_\_\_\_. Clue: Starts with D, 8 letters
8. The profit margin of a product is simply its revenues, less its \_\_\_\_\_. Clue: Starts with C, 5 letters
9. \_\_\_\_\_ are businesses that sell goods directly to customers, often in stores or online. Clue: Starts with R, 9 letters
10. The \_\_\_\_\_ product level represents the basic benefit a product provides. Clue: Starts with C, 4 letters
11. Distribution coverage strategies can be \_\_\_\_\_, selective, or exclusive. Clue: Starts with I, 9 letters

12. Most retailers will either have a physical store or an \_\_\_\_\_ store, or even both. Clue: Starts with O, 6 letters
13. A market \_\_\_\_\_ is a group of consumers with similar needs or behaviors. Clue: Starts with S, 7 letters
14. The \_\_\_\_\_ stage of the product lifecycle is when sales increase rapidly. Clue: Starts with G, 6 letters
15. In the 7Ps framework, \_\_\_\_\_ refers to the staff who represent a brand, interact with customers, and can impact marketing success. Clue: Starts with P, 6 letters
16. A \_\_\_\_\_ is the end user who buys products and services for personal or business use. Clue: Starts with C, 8 letters
17. Companies need to \_\_\_\_\_ with other brands in their market to attract and retain customers. Clue: Starts with C, 7 letters
18. The product \_\_\_\_\_ describes the stages a product goes through, from introduction to decline. Clue: Starts with L, 9 letters
19. Sales \_\_\_\_\_ involves activities aimed at encouraging short-term purchases. Clue: Starts with P, 9 letters
20. \_\_\_\_\_ evidence refers to tangible items or environments that support the credibility of a service product. Clue: Starts with P, 8 letters
21. Consumers don't buy products, they buy the \_\_\_\_\_ that products provide to them. Clue: Starts with B, 8 letters
22. The \_\_\_\_\_ is the title initials of the most senior marketer who drives a company's marketing strategies and initiatives. Clue: Starts with C, 3 letters
23. The 7Ps framework includes \_\_\_\_\_, referring to the steps involved in delivering a product or service. Clue: Starts with P, 7 letters
24. A \_\_\_\_\_ analysis helps companies evaluate internal strengths and weaknesses, as well as external opportunities and threats. Clue: Starts with S, 4 letters
25. The one of the 4Ps that \_\_\_\_\_ refers to where a product is available for customers to purchase, such as retailers. Clue: Starts with P, 5 letters
26. Adding extra benefits and support services to the actual product, such as a product warranty or free training, is known as product \_\_\_\_\_. Clue: Starts with A, 12 letters.
27. A marketing \_\_\_\_\_ outlines the approach a company takes to achieve its objectives. Clue: Starts with S, 8 letters
28. A very small market segment with well-defined needs is known as a \_\_\_\_\_ market. Clue: Starts with N, 5 letters
29. Pricing products in line with the benefits that consumers receive is known as \_\_\_\_\_-based pricing. Clue: Starts with V, 5 letters
30. A firm's \_\_\_\_\_ is the central place that consumers go to find information about the company, their products, and interact with the brand. Clue: Starts with W, 7 letters

## The Find-a-Word Grid = Marketing Strategy and Mix

P	M	H	A	S	P	A	C	I	A	L	P	Z	S	M	K	M	O	L	H
U	R	K	L	P	W	E	B	S	I	T	E	R	E	O	P	N	N	H	D
F	K	O	C	V	S	O	X	P	L	A	N	V	A	H	L	F	L	U	E
H	T	L	D	B	Z	P	T	G	Z	H	Y	P	U	N	A	M	I	U	C
C	O	N	S	U	M	E	R	Z	S	E	S	R	R	A	C	J	N	D	L
G	K	P	L	R	C	A	O	O	X	U	N	I	C	H	E	D	E	F	I
K	A	P	O	Y	S	T	P	H	C	H	E	C	Q	A	C	W	N	R	N
C	U	N	R	Q	O	O	R	U	P	E	D	E	N	D	B	P	P	R	E
O	G	R	O	W	T	H	E	P	K	H	S	J	I	I	E	D	H	N	Z
M	M	P	E	M	R	O	R	R	E	L	X	S	O	G	N	Z	Y	E	U
P	E	X	T	E	N	S	I	O	N	O	G	V	H	I	E	R	S	L	C
E	N	P	L	X	P	I	R	M	G	T	P	C	S	T	F	C	I	N	O
T	T	F	I	C	G	P	N	O	R	R	K	L	A	A	I	G	C	J	R
E	A	F	F	E	M	U	T	T	G	A	T	Z	E	L	T	X	A	A	E
C	T	X	E	M	C	O	L	I	E	E	C	L	M	G	S	I	L	V	M
D	I	S	C	O	U	N	T	O	G	N	Y	A	L	S	T	A	F	F	F
Y	O	J	Y	S	C	S	X	N	V	O	S	E	G	M	E	N	T	M	I
E	N	B	C	O	S	T	S	Z	U	P	O	I	N	L	Z	U	N	C	N
Y	K	O	L	L	V	C	X	S	H	E	C	R	V	A	L	U	E	A	N
V	M	A	E	C	R	E	T	A	I	L	E	R	S	E	I	E	E	M	F

**HAVE YOU SOLVED THE PUZZLE?**

**What is the missing clue and word???**

## Find-a-Word Crossword = Segmentation, Target Markets, and Positioning

Welcome to the Find-a-Word Crosswords Activity! This interactive task is a blend of a crossword puzzle and a find-a-word game.

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### YOUR CLUES

1. Dividing a market based on consumer needs, characteristics, or behaviors is known as market \_\_\_\_\_. Clue: Starts with S, 11 letters
2. A segment \_\_\_\_\_ is detailed description of a target market and is designed to help marketer better understand their needs and behaviors. Clue: Starts with P , 7 letters
3. Psychographic segmentation is designed to understand a consumer's \_\_\_\_\_. Clue: Starts with L, 9 letters
4. Perceptual \_\_\_\_\_ help visualize where brands are positioned in consumers' minds, as compared to competitors. Clue: Starts with M, 4 letters
5. A very small and specialized target market is referred to as a \_\_\_\_\_ market. Clue: Starts with N, 5 letters
6. A consumer who frequently purchases from the same brand is considered to be a very \_\_\_\_\_ customer. Starts with L, 5 letters
7. A marketing strategy aimed at all of the market, not segments, is known as \_\_\_\_\_ marketing. Clue: Starts with M, 4 letters
8. The process of evaluating and selecting a target market is known as \_\_\_\_\_. Clue: Starts with T, 9 letters
9. Product \_\_\_\_\_ means that the product is unique in some way, or stand out in the market, as compared to competitor offerings. Clue: Stars with D, 14 letters
10. The behavioral segmentation base that segments consumers on events (e.g. Valentines Day) or specific consumers situations. Clue: Starts with O, 8 letters

11. The image of a brand in the minds of consumers, relative to its competitors. Clue: Starts with P, 11 letters
12. One important way to evaluate a potential market segment is to consider its overall \_\_\_\_\_. Clue: Starts with S, 4 letters
13. Dividing consumers into how they buy, use, and view brands and products in the marketplace is what type of broad segmentation base? Clue: Starts with B, 10 letters
14. Regular customers of a brand are valuable and are sometimes referred to as \_\_\_\_\_ buyers. Clue: Starts R, 6 letters
15. Segmentation involves grouping consumers into segments with \_\_\_\_\_ behaviors and needs. Clue: Starts with S, 8 letters
16. How consumers interpret marketing messages is known as their \_\_\_\_\_. Clue: Starts with P, 10 letters
17. Perceptual maps are \_\_\_\_\_ method to view and summarize consumers understanding of competing brand positions. Clue: Starts with V, 6 letters
18. \_\_\_\_\_ segmentation groups consumers based on their activities, interests, and opinions. Clue: Starts with P, 13 letters
19. \_\_\_\_\_ segmentation groups consumers based on their location, such as where they live. Clue: Starts with G, 10 letters
20. Segment profiles are designed to “\_\_\_\_\_ a picture” of key target markets. Clue: Starts with P, 5 letters
21. Marketers use an evaluation \_\_\_\_\_ to help determine the suitability and validity of the market segments that they have identified. Clue: Starts with C, 8 letters
22. \_\_\_\_\_-graphic segmentation divides the market based on population factors like age and income. Clue: Starts with D, 4 letters
23. Dividing the consumers in segments based on what value and features that they are seeking from a product is known as \_\_\_\_\_ segmentation. Clue: Starts with B, 7 letters
24. After segmenting the market, the next step is to \_\_\_\_\_ which segments to target. Clue: Starts with S, 6 letters
25. A market \_\_\_\_\_ is a subgroup of the overall with shared characteristics. Clue: Starts with S, 7 letters

## The Find-a-Word Grid = Segmentation, Target Markets, and Positioning

L	R	E	P	E	A	T	O	S	I	M	I	L	I	A	R	X	N	V	L
Z	X	H	I	R	R	N	E	L	F	N	M	V	P	P	H	M	U	G	I
R	S	E	G	M	E	N	T	A	T	I	O	N	T	I	E	Y	A	U	F
K	D	O	D	S	S	T	L	P	S	C	O	A	S	I	Z	E	S	S	E
P	S	Y	C	H	O	G	R	A	P	H	I	C	P	L	J	X	J	T	S
T	O	V	P	J	I	F	N	R	G	E	G	H	V	G	U	Z	S	Y	T
C	C	K	Y	D	U	Q	V	A	P	X	R	N	T	B	R	A	N	D	Y
P	C	T	H	I	J	V	B	I	I	O	F	V	I	E	I	T	K	K	L
H	A	W	Y	F	C	A	L	R	S	P	S	P	O	H	B	S	V	F	E
P	S	L	U	F	G	L	L	G	R	U	E	I	A	A	S	E	J	O	T
E	I	N	I	E	A	U	P	V	H	B	A	N	T	V	E	G	G	O	A
R	O	T	A	R	G	E	T	I	N	G	M	L	A	I	T	M	A	P	S
C	N	X	N	E	B	R	E	S	M	G	E	U	J	O	O	E	N	C	E
E	S	C	Y	N	I	K	X	D	E	M	O	O	G	R	G	N	M	V	L
P	A	I	N	T	G	O	U	T	Q	L	K	S	G	A	S	T	I	A	L
T	T	R	I	A	H	Q	S	S	G	O	E	L	A	L	E	Q	H	N	P
I	P	O	C	T	I	M	E	G	A	P	N	C	M	A	O	X	I	P	G
O	S	T	X	I	S	T	R	R	A	G	W	M	T	P	G	Y	R	C	I
N	M	P	R	O	F	I	L	E	B	F	E	J	P	O	L	T	A	H	A
L	U	B	E	N	E	F	I	T	L	C	R	I	T	E	R	I	A	L	T

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**What is the missing clue and word???**

# Find-a-Word Crossword = Promotional Mix, IMC, Digital Marketing

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## YOUR CLUES

1. \_\_\_\_\_ is the world's leading search engine. Clue: Starts with G, 6 letters
2. Marketing \_\_\_\_\_ uses software to streamline repetitive marketing tasks, campaigns, and some analysis. Clue: Starts with A, 10 letters
3. An opinion \_\_\_\_\_ is someone whose views can influence others' purchasing decisions. Clue: Starts with L, 6 letters
4. Public \_\_\_\_\_ helps build positive relationships between a brand and its audience. Clue: Starts with R, 9 letters
5. CTR is a metric that measures \_\_\_\_\_ -through-rate. Clue: Starts with C, 5 letters
6. One of the leading and most dominant social media platforms used for marketing by businesses is \_\_\_\_\_. Clue: Starts with F, 8 letters
7. One way of classifying promotion is by using the paid, owned, and earned \_\_\_\_\_ framework. Clue: Starts with M, 5 letters
8. Share of \_\_\_\_\_ is a metric that measures a brand's advertising spend in comparison to competitors. Clue: Starts with V, 5 letters
9. \_\_\_\_\_ optimization (SEO) improves a website's visibility in search engines. Clue: Starts with S, 3 letters
10. A/B \_\_\_\_\_ is used to compare two versions of a marketing strategy or content. Clue: Starts with T, 7 letters
11. Word of \_\_\_\_\_ marketing relies on personal recommendations to spread a message. Clue: Starts with M, 5 letters
12. A clear and consistent \_\_\_\_\_ is crucial for effective communication in IMC. Clue: Starts with M, 7 letters

13. Integrated \_\_\_\_\_ communication aligns promotional efforts across all channels.  
Clue: Starts with M, 9 letters
14. Sales \_\_\_\_\_ refers to activities designed to boost short-term consumer demand.  
Clue: Starts with P, 9 letters
15. \_\_\_\_\_ media includes content that a company creates and controls. Clue: Starts with O, 5 letters
16. A strong \_\_\_\_\_ identity helps consumers easily recognize a company. Clue: Starts with B, 5 letters
17. \_\_\_\_\_ is a paid form of IMC, usually using TV, radio, print and/or digital ads. Clue: Starts with A, 11 letters
18. \_\_\_\_\_ is a common customer loyalty metric that measures the likelihood of recommending the brand to others. Clue: Starts with N, 3 letters
19. EDMs send \_\_\_\_\_ as a direct and personal way to engage with customers. Clue: Starts with E, 6 letters
20. Marketing \_\_\_\_\_ are used to measure the effectiveness of campaigns and other measures of marketing success. Clue: Starts with M, 7 letters
21. A company's \_\_\_\_\_ is its online area for providing information, interacting with consumers, and potentially generating leads and gaining sales. Clue: Starts with W, 7 letters
22. \_\_\_\_\_ media is generated by customers or third parties, rather than paid for.  
Clue: Starts with E, 6 letters
23. A \_\_\_\_\_ of sale (POS) refers to the place where goods are purchased. Clue: Starts with P, 5 letters
24. An \_\_\_\_\_ collaborates with brands to promote products on their platforms. Clue: Starts with I, 10 letters
25. \_\_\_\_\_ promotions involve marketing incentives and other activities between manufacturers and retailers. Clue: Starts with T, 5 letters



## The Find-a-Word Grid = Promotional Mix, IMC, Digital Marketing

V	U	T	V	A	S	R	E	P	X	S	V	G	N	F	P	J	O	M	N
M	E	R	E	L	A	T	I	O	N	S	F	I	O	X	E	U	B	Q	I
E	B	V	X	P	L	M	I	I	W	C	R	W	P	O	F	J	S	R	N
T	E	K	E	P	U	X	O	N	A	D	R	M	E	E	G	E	S	H	F
R	E	M	O	U	T	H	D	T	E	S	T	I	N	G	J	L	S	O	L
I	S	M	A	J	I	M	E	S	S	A	G	E	L	S	P	T	E	M	U
C	W	N	T	I	B	T	Q	P	C	M	Z	A	G	I	J	F	A	N	E
S	E	S	A	P	L	O	D	P	E	M	L	O	T	P	S	T	W	A	N
F	B	J	Y	K	N	S	Y	P	D	I	I	C	F	R	E	P	H	U	E
Q	S	S	H	O	I	F	V	N	V	R	D	W	I	U	A	S	M	T	R
D	I	G	I	T	A	L	S	T	E	D	R	T	M	U	A	D	R	O	V
U	T	P	Q	E	C	J	A	T	R	Q	I	N	C	D	T	A	E	M	G
N	E	S	K	P	R	O	M	O	T	I	O	N	L	L	X	O	M	A	L
F	U	T	B	R	U	P	P	S	I	S	M	O	Z	N	I	H	R	T	N
U	O	N	L	I	N	E	N	C	I	K	Q	S	J	P	B	C	R	I	O
V	U	H	X	U	L	A	M	D	N	V	H	K	G	R	A	R	K	O	E
O	W	N	E	D	N	R	O	N	G	P	Y	N	P	S	V	Z	M	N	A
I	P	D	M	G	P	N	L	U	T	B	F	A	C	E	B	O	O	K	R
C	I	R	G	T	L	E	A	D	E	R	T	N	F	O	A	V	Q	M	Y
E	Z	B	R	A	N	D	M	L	D	H	M	E	D	I	A	H	N	R	C

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