

Name: _____

Date: _____

Buzzwords for Marketing Types

G C E E N L E N N A H C I T L U M I N C C T L R
E F O A U E T R A N S A C T I O N A L N V I I O
U G T L N W E O M N I C H A N N E L T O A O T E
R A I T I I N A R H C R A E S N I T C E R I D I
R D O R T O I C O N V E R S A T I O N A L E O N
I E M A W A L A E A S B I N B O U N D H U A L T
L V U D G D N O H A N P I I C V N N V A I E U E
L E L I A N O O B U S R E L A T I O N S H I P R
A N T T E N S A C E M B T R I L S O L C M R C R
T T I I M C T L N O U A H H S N A E I E O R E U
M H L O I A T E N A L M N S T O H A A L B U L P
S U E N D O T A O N C C I I U 2 N N M E I L A T
I T V A O T E F N N C L L D S B D A E O L L R I
L O E L E H L N E 2 V L A D R T M O L L E D I V
E D L T A R X P B C A C O P E Y I A C I D A V E
G D R I P I E I M L O O O A V N T C N N Z U V H
N M N T I N B D I O O N A L E H A I I E T E N S
A B L L I A I U I U E T L I R R T M C S I F D O
V I R L U G I T T D I E R I S D T L H R L E S B
E T F S I N E B A M A N N B E B O M E B A N S H
D F O T T L O K E O E T S E D C N D A B N C A O
O C A O E U B E E E C N A I L L A U L S 2 B S M
O L N U N T R A D E S H O W 2 T Z H P N S B 2 O
T H I D C T L A N O I T O M O R P R U S I L E C

Conversational
Multichannel
Evangelism
Alliance
Offline
Mobile
Event
Mass

Transactional
Promotional
Multilevel
Scarcity
Inbound
Online
Email
B2C

Personalized
Traditional
Geurrilla
Outbound
Content
Direct
Viral
B2B

Relationship
Omnichannel
Tradeshaw
Reverse
Ambush
Cloud
Tele
CTA

Interruptive
Humanistic
Database
Digital
Search
Niche
Drip