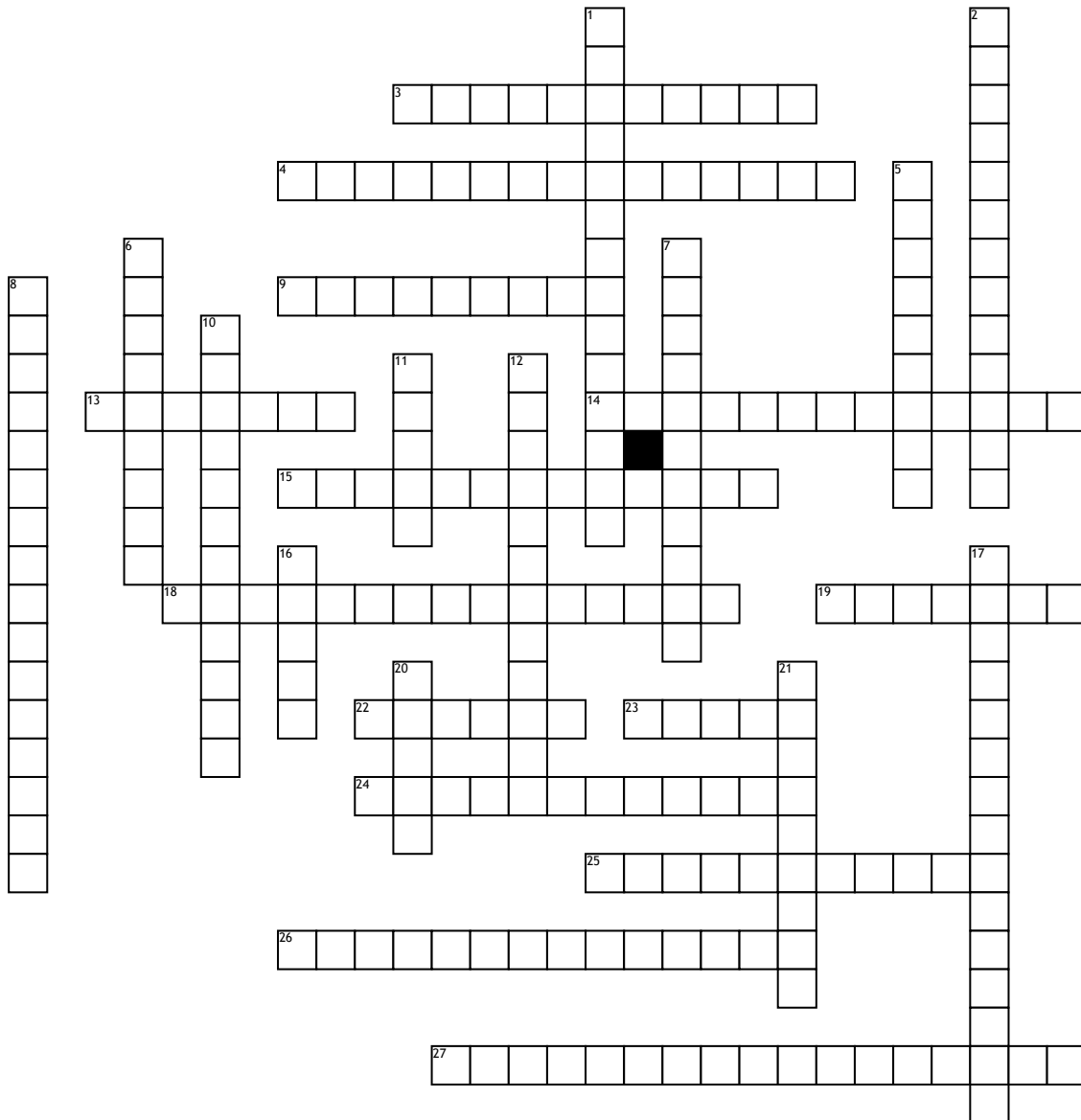


# Crossword Puzzle MARKETING EDITION



## Across

3. a selected group of consumers, often in a common geographic location, introduced to a product, service, or messaging strategy before a full-scale marketing plan is launched

4. identified groups of consumers most likely to purchase your product or service

9. one of the four P's of marketing; refers to the messaging and communication channels marketers use to generate awareness, interest, engagement, and excitement about products or services

13. what is communicated to and perceived by an audience; can be verbal, written, and non-verbal

14. process of promoting a product in a retail environment, including the visual display in retail stores

15. process of arranging trade shows, conventions, meetings, etc. that meet determined goals, messages, or purposes

18. efforts made by a company to shape the way audiences perceive the company; how a brand is seen by the public (public image) can have an effect of the brand's actions

19. one of the four P's of marketing; refers to the actual product or service a company offers

22. the difference between a company's revenue and its costs; Revenue - Costs = Margin

23. one of the four P's of marketing; the cost of a product or service a company offers

24. the collection, reporting, and examination of actions taken on a website

25. diverse groups of consumers participating in guided discussions conducted to better understand customer perception of a particular product or service

26. short-term activity that provides incentives to potential customers and that is intended to help increase sales or create awareness of a product or service

27. process of gathering and analyzing information about customers' needs and preferences

## Down

1. process of creating and maintaining the identity of a brand

2. process of determining the most effective approach to advertise a product or service

5. process of communicating a company's value to customers

6. consumers' level of recognition of a company's product, service, or brand

7. process of communicating with potential customers to promote a product of service

8. marketing strategy focused on getting customers to support your product or brand

10. path the product or service purchased travels from the company to consumer

11. distinctive name, words, design, logo, mark, or a combination of these elements that create company or product identity and that separate the company or product from competitors

12. statement or phrase that encourages audience response

16. one of the four P's of marketing; refers to where the product is sold and delivered to customers

17. range of activities to assist customers in resolving issues; involves the goal of promoting customer satisfaction

20. department responsible for selling products or services to customers and meeting the company sales goals

21. how businesses communicate with audiences