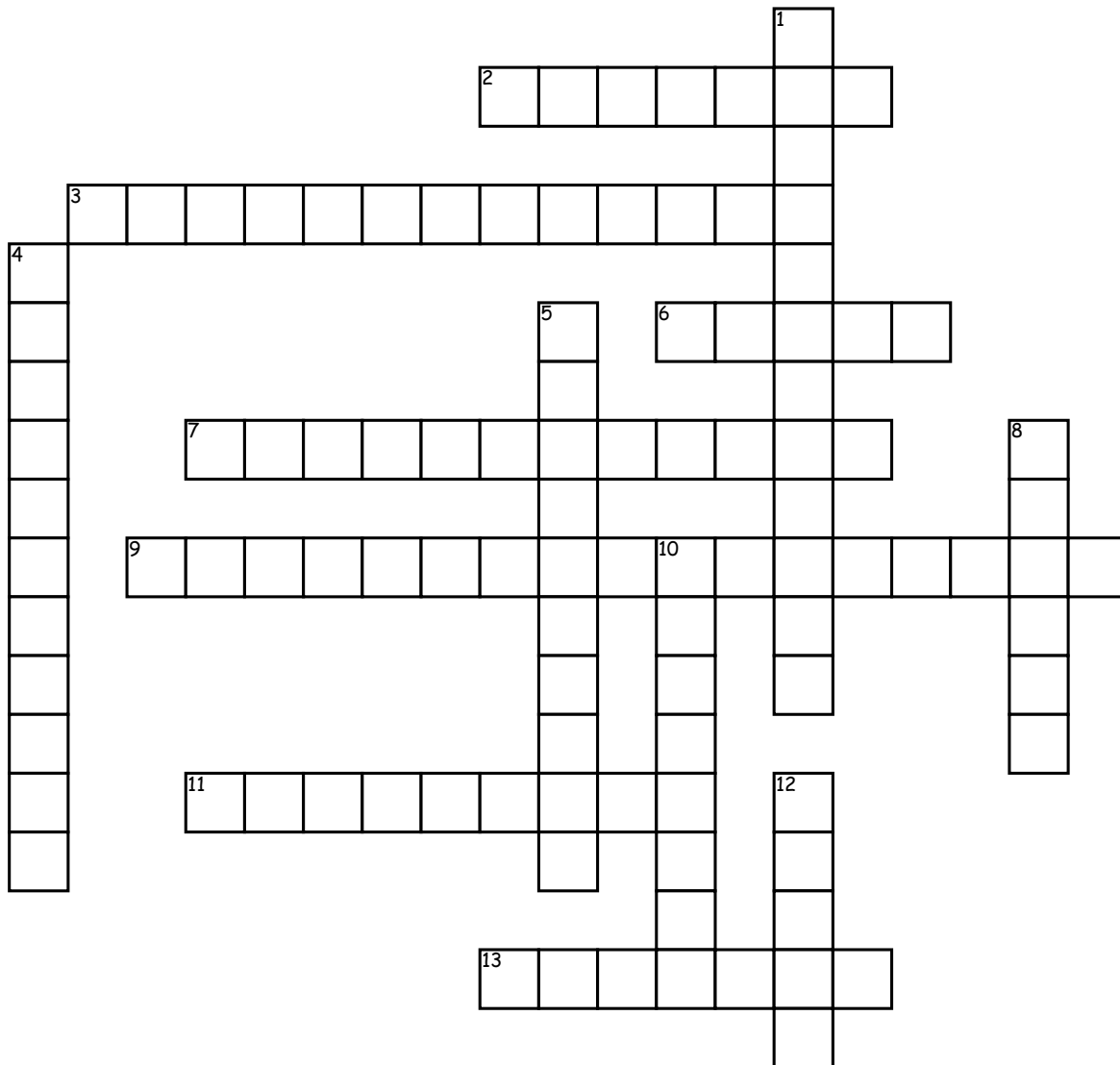


Name: _____

Date: _____

Internet Marketing - 1



Across

2. We give points to those customers who keep coming back to the business

3. Way of classifying or segmenting a population by attitudes, values, or fears

6. Marketing strategy that determines where is product is made available to the customer

7. Marketing technique to keep the customer coming back to the business

9. Cutting out the middle man

11. Marketing strategy that determines how customers hear about the business or product

13. Marketing strategy that is involved with the thing being sold

Down

1. Keeping you on the web site

4. Way of classifying or segmenting a population, by average age, income, education, etc.

5. Way of classifying or segmenting a population by region

8. Marketing strategy that determines the way in which customers can liaise with the business

10. First there was the marketing mix, then there was the _____ marketing mix

12. Marketing strategy that determines the amount of money a product is sold for