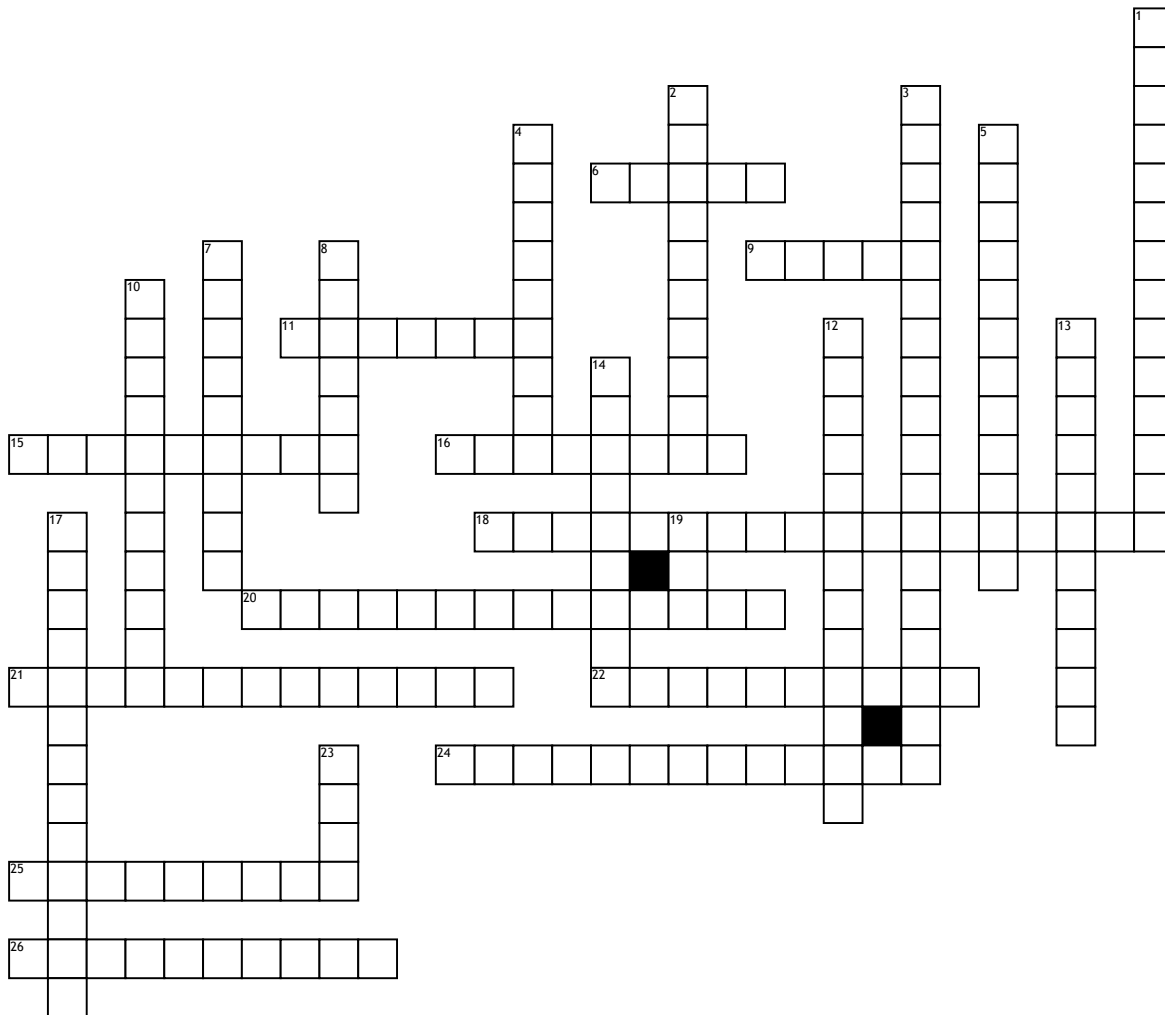


Name: _____

Date: _____

Marketing Revision



Across

6. The location that in which the company sells its products or provides its services.
 9. The price at which the product/service is being sold for
 11. The product or service that is being marketed/sold
 15. When you use the natural way that the eye scans information to make text or visuals appear in harmony with each other
 16. Helps draw attention to the most important parts of any message or visual piece of communication
 18. Start with low prices and gradually increase them as they gain traction
 20. Targets customers looking to save as much money as possible on whatever good or service they're purchasing
 21. launching a new product or service at a high price point, before gradually lowering your prices over time

22. Consists of post code, city, country, climate, time zone

24. When companies pair several products together and sell them for less money than each would be individually

25. Internal attributes and resources that support a successful outcome

26. When you are consistent in your use of specific design elements

Down

1. Used for businesses that create high quality products and market them to high-income individuals

2. Internal attributes and resources that work against a successful outcome.

3. Continues to track what your competitors are charging and beat them out

4. The communication that aims at promoting a product, service, or brand

5. The four P's

7. Used to help organize the information and items on the page so that things that 'belong' together sit close to each other
 8. External factors that could jeopardize the entity's success

10. Consists of age, gender, income, race, religion

12. Consists of values, goals, needs, hobbies, interests, personality traits

13. Consists of purchasing habits, brand interactions, spending habits, customer loyalty

14. A process of identifying, anticipating and satisfying the needs of consumers, profitably

17. External factors that the entity can capitalize on or use to its advantage

19. Calculates the effectiveness and value of an investment

23. Evaluates the performance of marketing campaigns