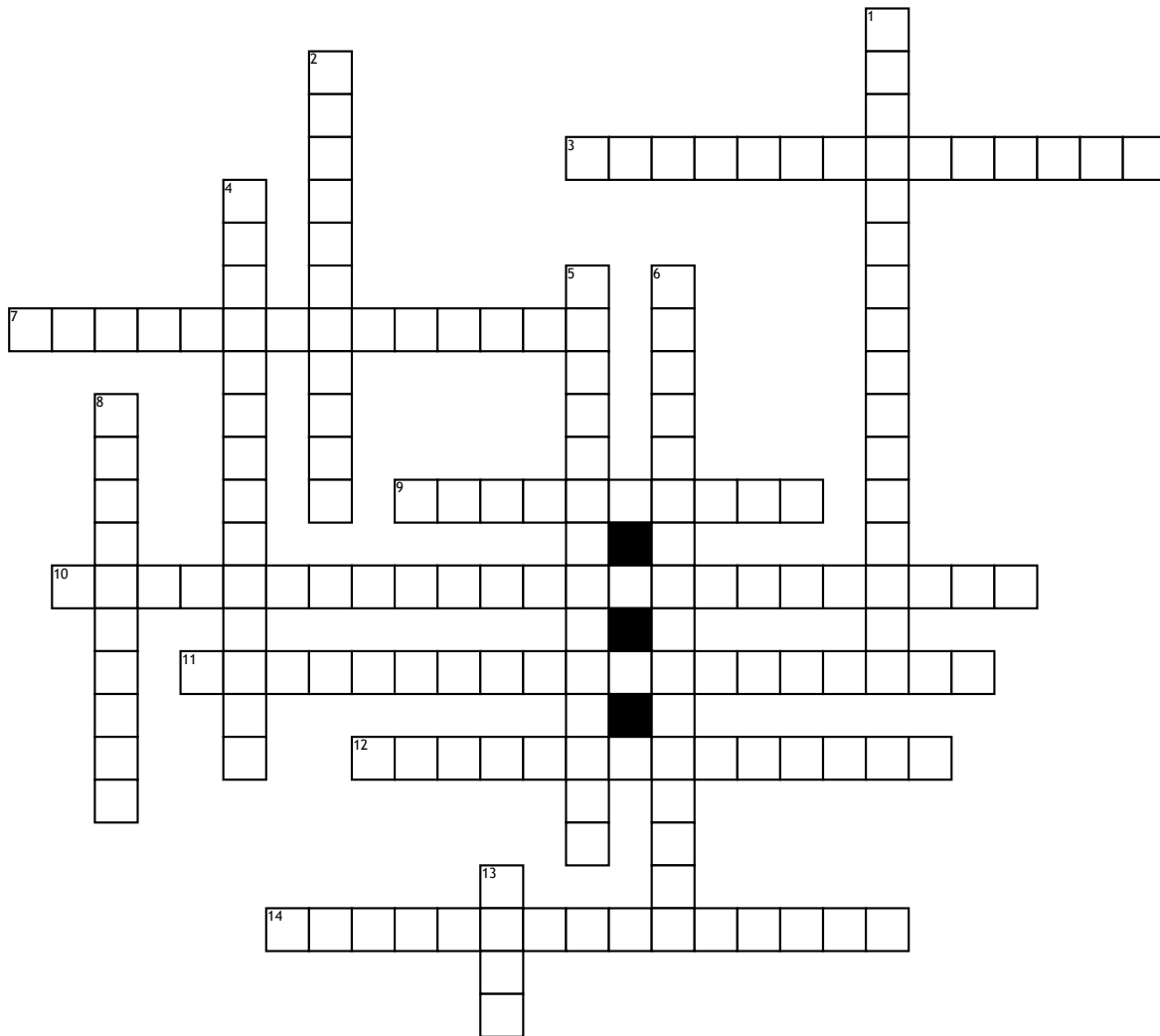


Name: _____

Date: _____

Marketing Crossword



Across

3. This form of content is an effective response to an increasingly saturated market.

7. Average people have become _____ who are responsible for the contribution of information to different types of media, especially digital.

9. _____ activations have the ability to influencer potential buyers of a product by promoting the item on social media.

10. Marketers reference _____ to quantifiably measure the success of the organization.

11. _____ is top of mind for smart marketers and they continuously measure the profitability of the investments they are making in marketing initiatives.

12. _____ is more important than follower count because it measures the level of engagement that a piece of created content is receiving from an audience.

14. Brands are activating creators to produce _____, an animated filmmaking technique in which objects are physically manipulated in small increments between individual photographs.

Down

1. Marketers rely on _____ to understand the ratio of users who click on a specific link to the number of total users who view a page, email or advertisement.

2. _____ campaigns are a method of advertising on the internet where you only pay when someone clicks on your ad.

4. Brands create content to increase _____, the level of consumer consciousness of their brand.

5. Creative agencies are being replaced with freelance photographers, videographers, students and aspiring artists that make up the "influencer economy" to create _____ for brands.

6. Marketers incorporate _____ so website interfaces change based on the device the consumers use.

8. Marketers undergo _____ in order to determine the most successful variants.

13. Content for this stage of the funnel includes blog posts, social media posts, infographics, multimedia, videos, podcasts, newsletters and white papers to offer relevant information without pressuring the lead.