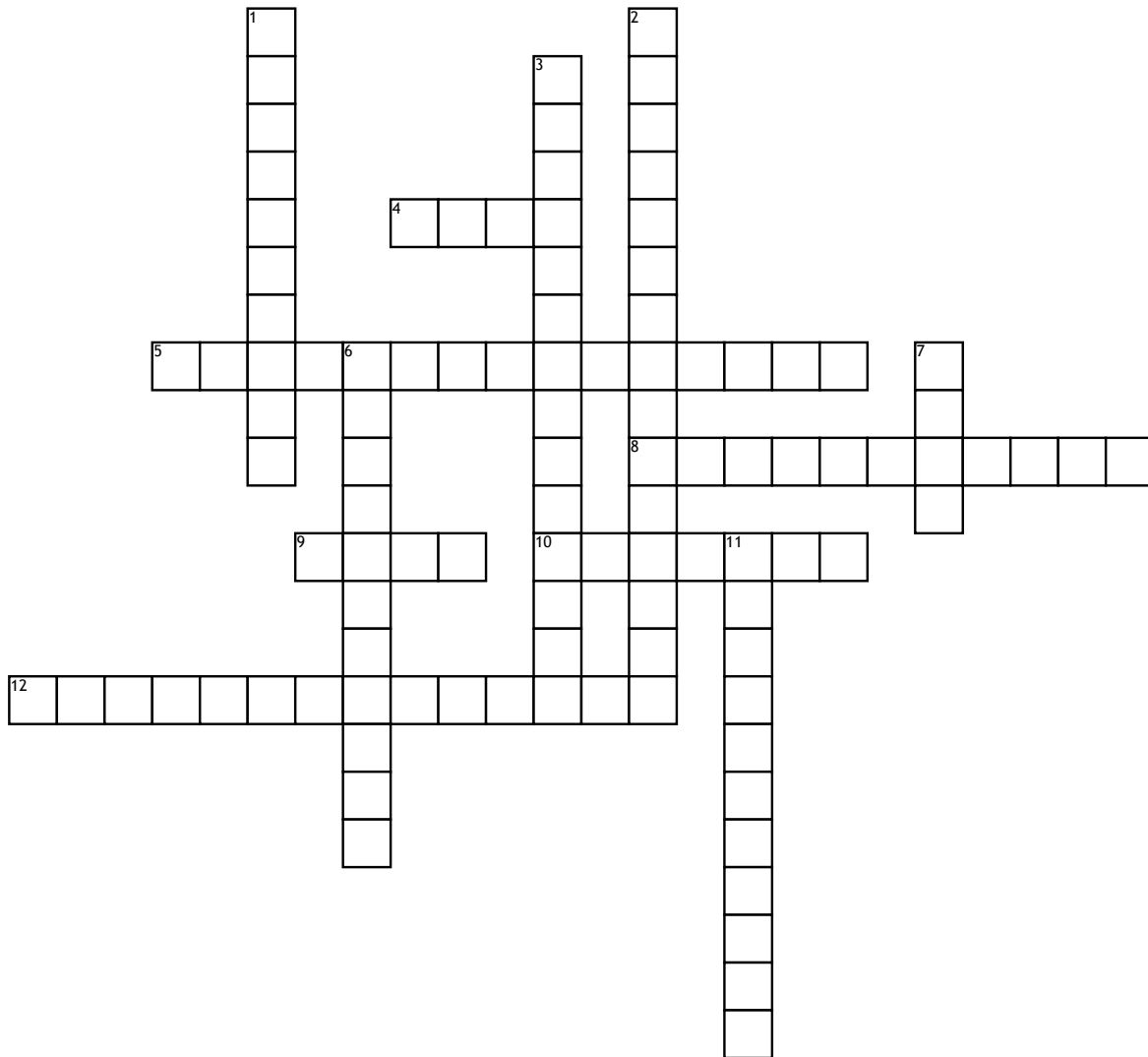


Name: \_\_\_\_\_

# Marketing Crossword Puzzle



## Across

4. A customer's favorite type of promotion but not the most successful for the business; also the center space in bingo
5. A form of reaching out to a specific customer; this is a two-word term and the first word is also known as a flight without any layovers
8. Companies pay to communicate their product/service to potential customers through this process
9. What this organization says about a company displays an image of the company to potential customers; today you be sure you are reading or watching any "fake" versions of this

10. A social media outlet that KitchenAid made a big public relations mistake on

12. When it comes to Public Relations, do not follow this company's approach if you are looking to be successful

## Down

1. You may see these when you are looking out the window on long road trips, usually very large and there is an advertisement on them
2. How a company/business looks through the public's eye
3. Some sort of deal on a product/service; the second word may also refer to an employee moving up in their career

6. These often interrupt your favorite TV show, but are a successful way for businesses to advertise their product/service

7. Everyone kid loves getting this, until you get older and most of it becomes in the form of bills; also an outlet companies use to reach out to a certain person

11. Send too many of these and you'll run out of data; a way for companies to reach out to specific individuals