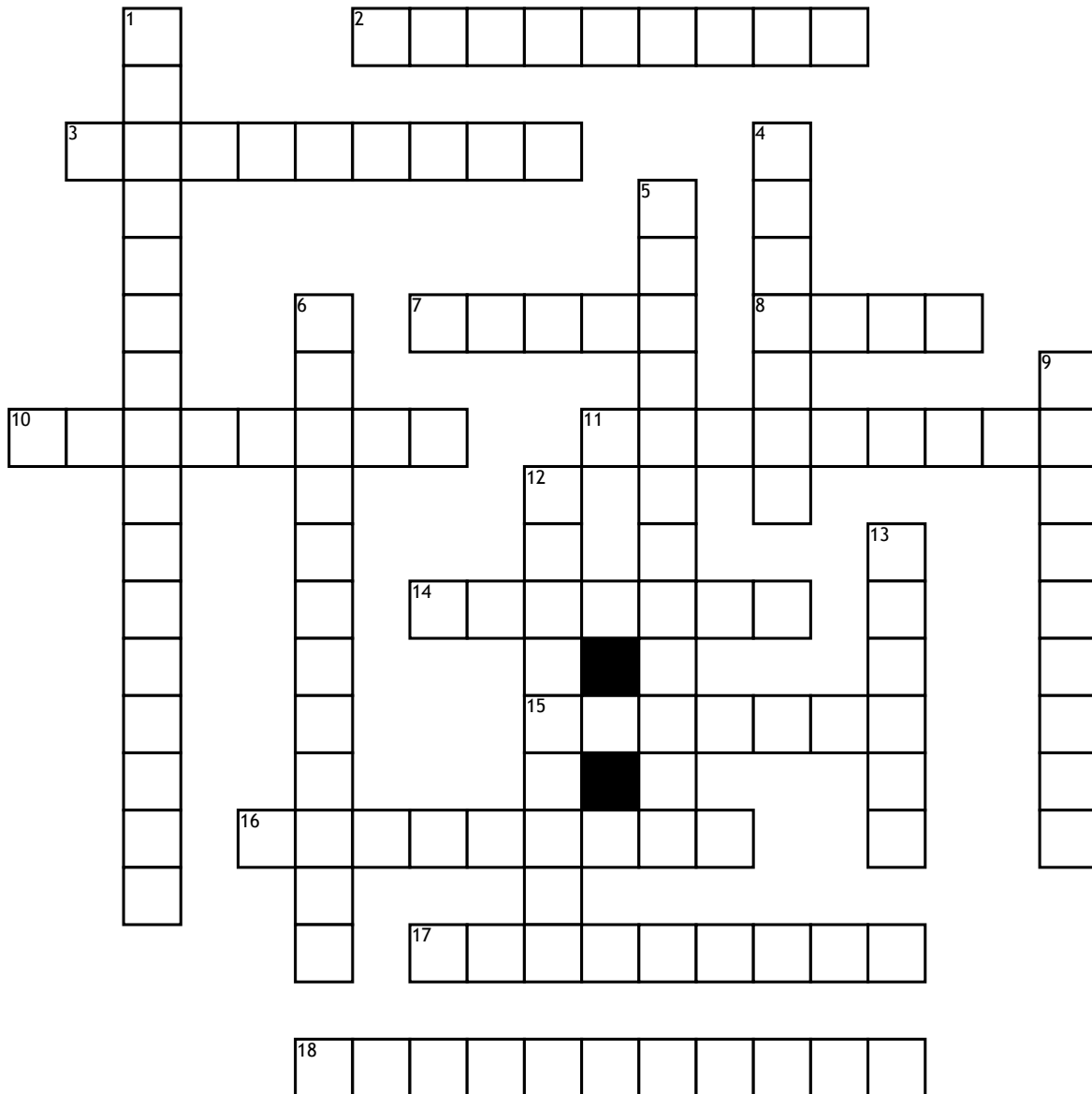


Marketing Vocab crossword puzzle



Across

- 2. what is the the action or business of promoting and selling products or services, including market research and advertising.?
- 3. Some examples are coupons, billboards, and product samples
- 7. a consumer 's desire for a product 's or service 's specific benefit,
- 8. What is a visual representation of your brand's identity?
- 10. someone who buys things for a non-commercial purpose is a
- 11. The name of a brand or company is called the
- 14. an article or substance that is manufactured or refined for sale.

- 15. the method of determining the value a producer will get in the exchange of goods and services.
- 16. he process of providing funds for business activities, making purchases, or investing.
- 17. those who consume or use market goods and services.
- 18. the activity or profession of producing advertisements for commercial products or services.

Down

- 1. The _____ is the preoccupied with the idea of satisfying the needs of the customer by means of the product as a solution
- 4. any transaction in which money is exchanged for a good or service.

- 5. _____ means to spread the product throughout the marketplace such that a large number of people can buy it.
- 6. statistics that companies keep on business clients and consumers to help target sales.
- 9. a group of words set in large, bold type on a newspaper front page ?
- 12. those contacts who might become leads are called
- 13. a catchy phrase or series of words used to help consumers remember a company, brand or product.