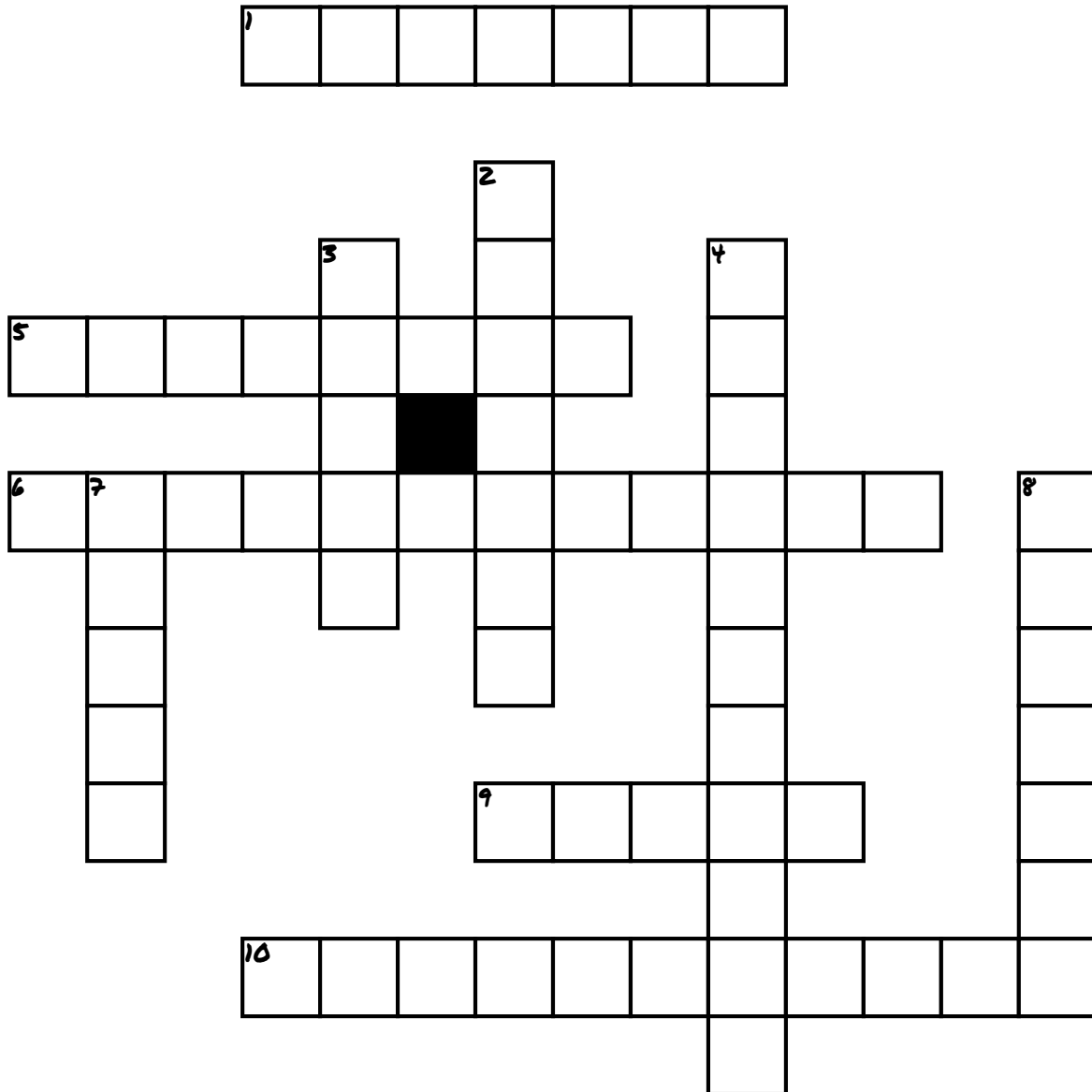


# TYPES OF MARKETING



**ACROSS**

- 1. FOCUSED ON ATTRACTING CUSTOMERS
- 5. PUSHES THEIR MESSAGE OUT TO ALL CONSUMERS TO SPREAD AWARENESS
- 6. ENABLES YOUR BUSINESS TO APPEAR AS A TOP RESULT FOR THAT SEARCH QUERY
- 9. A TYPE OF CONTENT MARKETING THAT INVOLVES USING VIDEO AS A MEDIUM
- 10. RELIES ON OUTBOUND TACTICS SUCH AS PRINT, TELEVISION ADS, AND BILLBOARDS

**DOWN**

- 2. THE GOAL IS TO HELP YOUR AUDIENCE ALONG THEIR BUYER'S JOURNEY

- 3. USES SMART SPEAKERS TO EDUCATE PEOPLE AND ANSWER QUESTIONS ABOUT THEIR TOPICS OF INTEREST
- 4. CREATING CONTENT TO PROMOTE YOUR BRAND AND PRODUCTS ON VARIOUS SOCIAL MEDIA PLATFORMS LIKE FACEBOOK, INSTAGRAM, LINKEDIN, AND TWITTER
- 7. THE PRIMARY GOAL IS TO DEEPEN YOUR RELATIONSHIP WITH THE CUSTOMER BY SENDING MARKETING MESSAGES PERSONALIZED TO THEM
- 8. ENCOMPASSES ALL MARKETING EFFORTS THAT USE AN ELECTRONIC DEVICE OR THE INTERNET