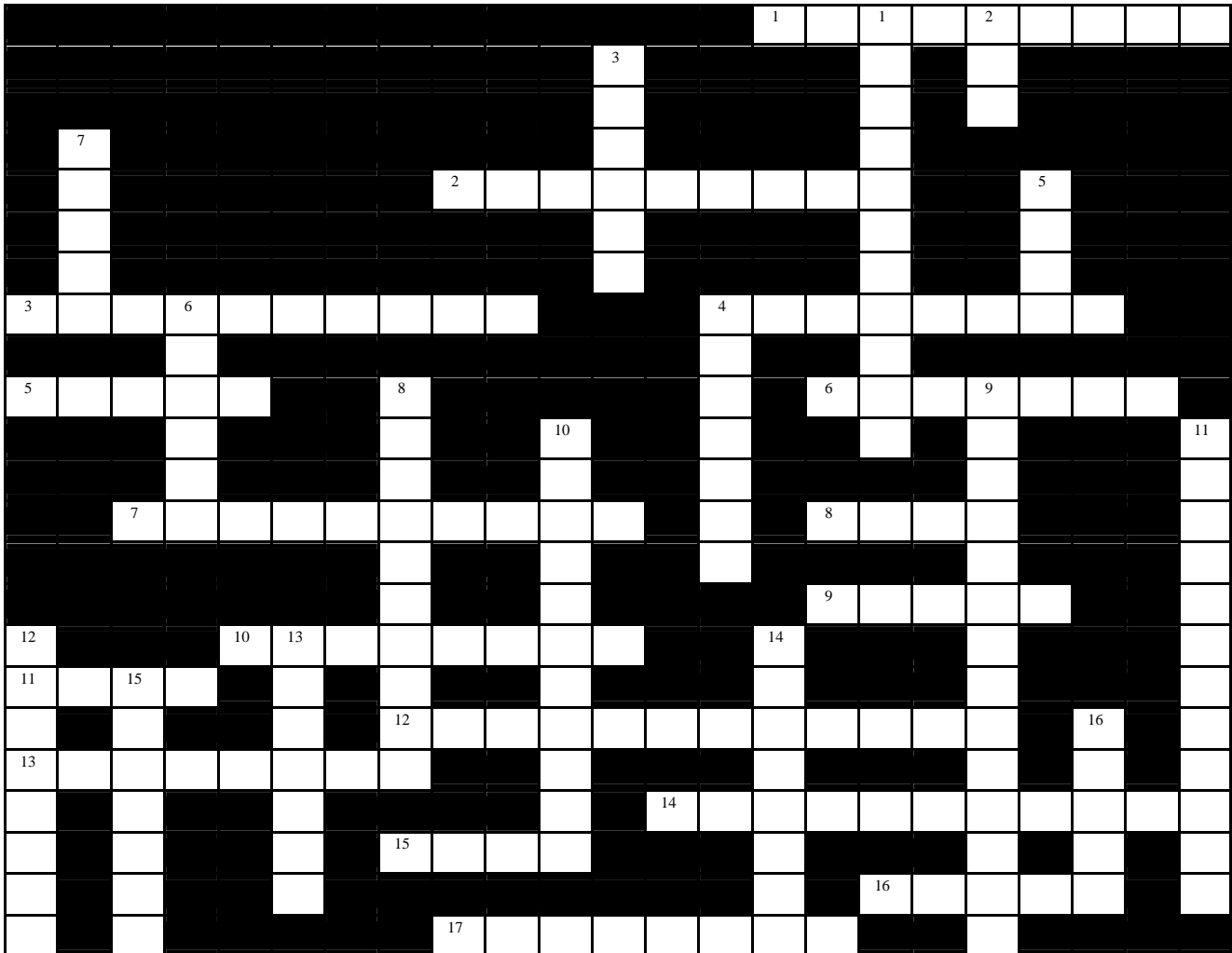


Marketing Crossword Puzzle

Test Your Marketing Knowledge!



ACROSS

DOWN

1. _____ sells
2. Entice your former customers to purchase by offering an _____
3. A press release should be _____
4. The "C" in CRM
5. Today's consumer is more _____ conscience
6. Use _____ cards to get feedback
7. _____ is everything
8. Give them something to _____ about
9. Word of _____
10. Your "calling" card
11. Make it _____ to do business with you
12. Ask for _____ from your customers
13. Provide a solution to your customers' _____
14. Marketing _____ Systems
15. _____ organizations
16. Define your _____ market
17. Important direct marketing tool

1. Find out what the _____ is doing
2. _____ for the business
3. Reward _____ customers
4. Get them in the door with _____
5. Give them something for _____
6. Be a _____ to the media
7. _____ Related Marketing builds goodwill
8. Customer _____ are opportunities for improvement
9. Gathering Information
10. Your unique selling _____
11. Project a _____ image
12. Direct _____ Advertising
13. Create a sense of _____
14. Sell the _____ not the features
15. _____ an event
16. One of the 4 P's of Marketing