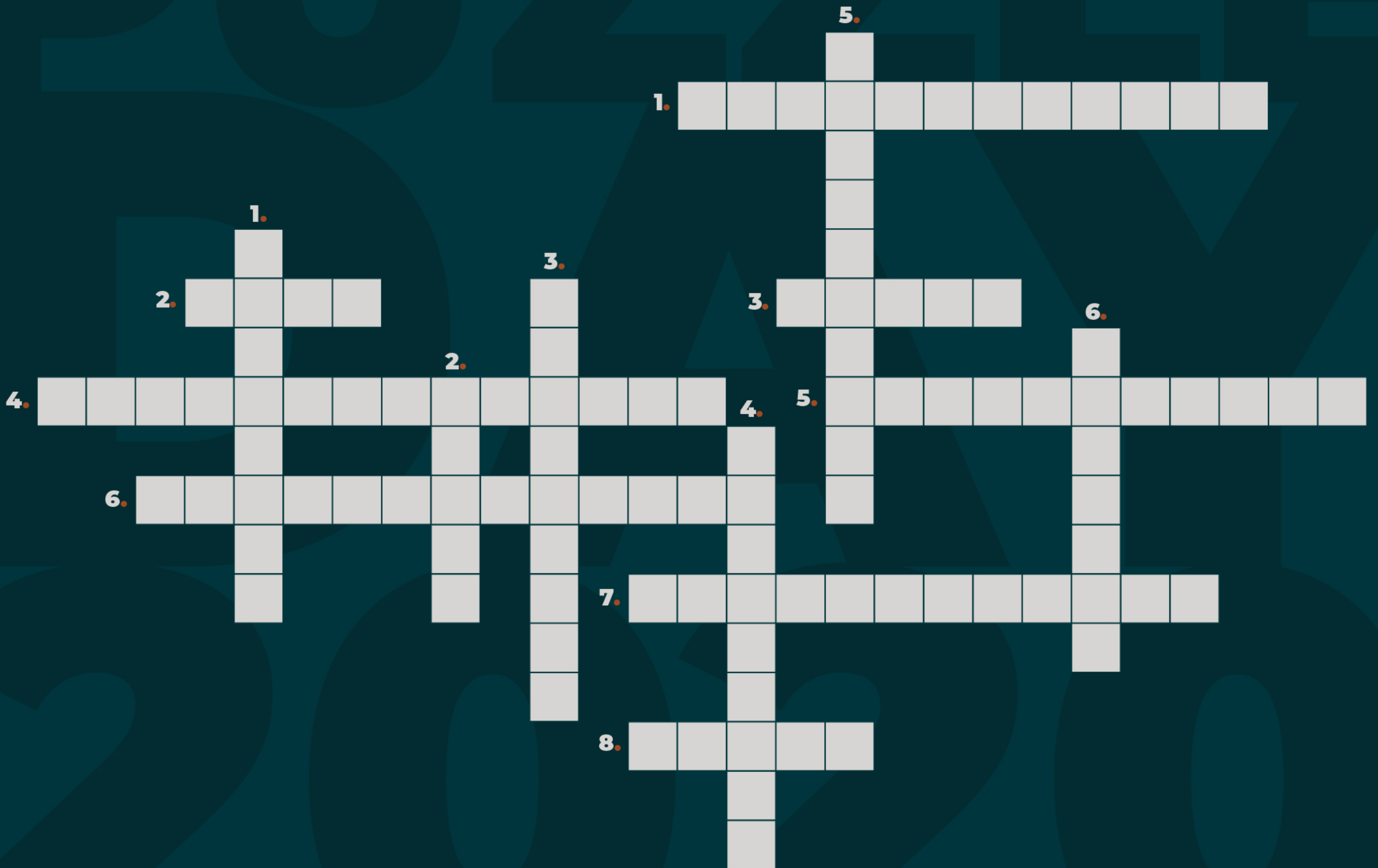


MARKETING CROSSWORD:



MARKETING CROSSWORD: QUESTIONS

ACROSS:

1. Statistical data relating to the population. Some examples include age, gender, race, marital status, number of children, occupation, etc.
2. A unique and recognizable symbol, stylized name, or graphic design that identifies an organization
3. The sum total of all the elements that help to identify a company's products or services and differentiate it from its competition
4. Metric used in social media marketing to measure the amount of interactions a post receives, such as likes, shares, and comments (2 Words)
5. A chart, graph, or image intended to give an easily understood overview of data or information
6. The craft of creating visual content to communicate messages (2 Words)
7. Prompts users to perform a specific action (3 Words)
8. The personality and emotion conveyed in a brand's communications

DOWN:

1. Highly specific keywords or key phrases that usually have a higher conversion value, though they get less search traffic (2 Words)
2. A subset of a market that satisfies a specific market need
3. The actions taken by a company to promote the buying or selling of a product or service
4. Used to measure the performance and effectiveness of marketing campaigns
5. This rate measures the percentage of users/customers who take the desired action of a company
6. This type of reach is used in social media marketing to show the number of people who have seen a post through unpaid distribution

SPOILER ALERT:
MARKETING CROSSWORD
ANSWERS ON THE
NEXT PAGE

MARKETING CROSSWORD: ANSWERS

