**MARKETING!**

___ is an acronym for Buy One, Get One
The best products are ones that fill a definite ___ in the marketplace
___ businesses draw customers from the immediate area
___ is an important factor in marketing, but definitely not the only one
___ is still effective for advertising, especially for local markets
Customers love to shop at ___ and feel like they're getting a bargain
If a prospect doesn't ___ you, they won't believe anything you say
Some companies have an animated or fictional ___ that represents them
Customers are really just ___ and want to be respected as individuals
The end goal of marketing, advertising and business in general
Many businesses are expanding their promotions online with ___ media
___ promotions include in-store celebrities, or themes from pop culture
Marketing messages need to be tailored to the right ___ to resonate
The ___ provides online marketing opportunities in many forms
If a company doesn't ___ no one will know about them or their products
The people you hope to attract to your business
Businesses have several options for ___ their ideal customers with ads
Large outdoor displays and ___ are still effective forms of advertising
Local marketing and advertising are critical for retail ___
Making a ___ with the customer helps build trust and improve sales
The business term from making a customer out of a prospect
___ and the printed ads they contain are not as popular as they used to be
___ uses charisma & psychology to convince people they want something
___ ads have a huge audience, but their cost best suits large companies
Companies protect their logos, color schemes and slogans using ___
The most effective form of advertising, and the hardest to generate
___ group potential customers by age, gender, income, etc.
A ___ is a person who is paid to promote the company's products

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Enter unused letters from puzzle, in order:

___

___

Copy boxed letters to form your hidden message:

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