403 Marketing

**Match the phrases to the definitions**

1. The \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ of a product or service is the group of people the company wants to attract.
2. \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ is when a celebrity or other well-known person publicly supports the product and appears in its advertising campaigns. For example, David Beckham has featured in a sportswear commercial.
3. A \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ is the name given to makes that are sold for a higher price than other similar products because of their higher quality or better brand image. For example, Ferrari, Louis Vuitton etc
4. A \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ is a detailed plan that a company makes detailing how it will advertise and promote its products or services.
5. The \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ represents the percentage of consumers that a company has captured from its specific, desired market within an industry.
6. When a customer continues to purchase from a company, not because it’s the only option, but because they trust it and favour it over others, despite its deficiencies. This is called \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
7. Embedded marketing, also known as \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a marketing technique where brands or products are incorporated into films, series or other media with specific promotional intent.
8. A \_\_\_\_\_\_\_\_\_\_\_\_\_ is a person who buys a product or service for personal use.
9. \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ is the use of polls, surveys or other methods to find out the opinions of the target market in order to improve product design and marketing strategy.
10. The \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the company whose product or service outsells the products or services of its competitors. For example, Coca-Cola is the \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ in the global soft drinks industry.

*target market marketing strategy market leader consumer market research market share product placement premium brand brand loyalty product endorsementpasted-image.tiff*

*Online and face-to-face marketing strategies*