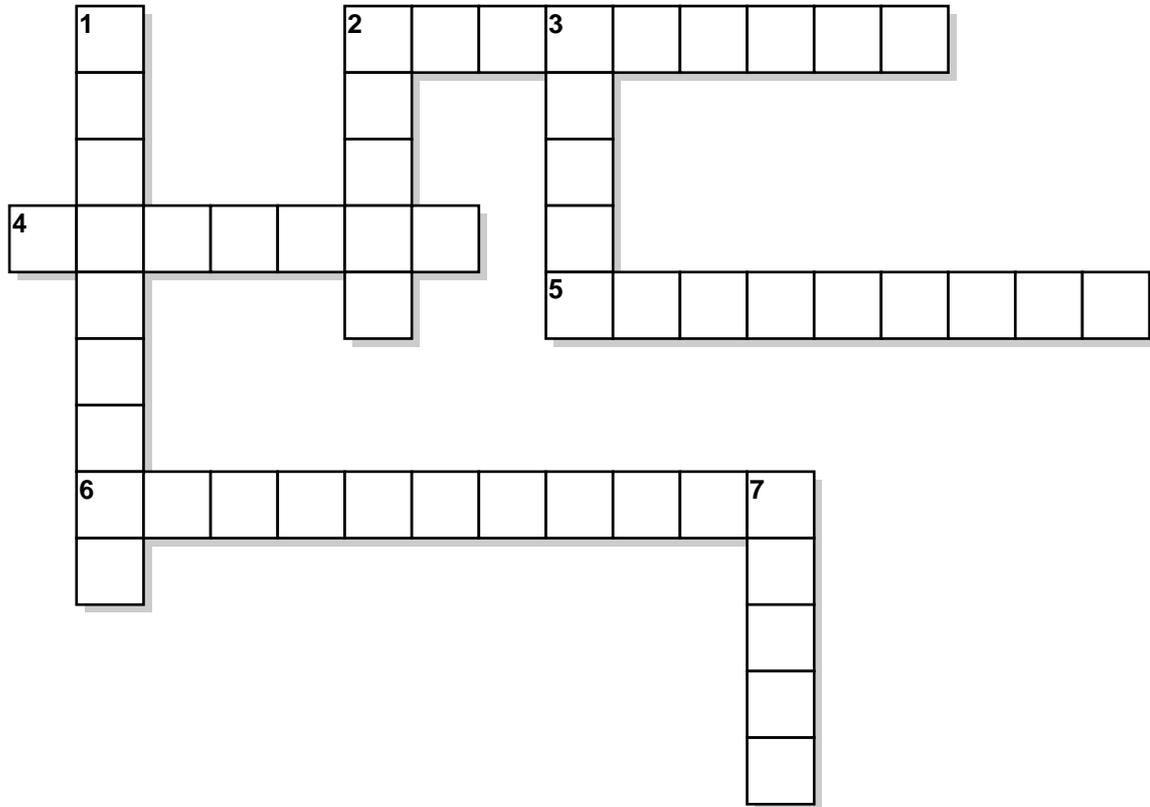


National Trust



Across

- 2 The tools and techniques by which an organisation markets its products and services
- 4 What is being offered to customers
- 5 Loyal customers that will promote the product to others
- 6 An example of below-the-line promotion

Down

- 1 The first step of the AIDA model
- 2 The ____ of National Trust membership fees cover costs rather than make a profit
- 3 Newspapers, magazines, TV
- 7 The means for distributing a product