

Marketing tools and strategies

Match the words with their meanings.

Press releases	the activity of maintaining the public image of a business or organization.
direct mail	advertising, especially in industry-specific magazines, intended for businesses
trade advertising	news statements that are directed at members of the news media
PR (Public Relations)	delivering advertising material to potential customers by post
loyalty schemes	an internet advertising model where advertisers pay their host
email marketing	websites such as Facebook and YouTube that allow users to create, publish and share their own content
Social media	marketing plans that reward and encourage loyal buying behavior
pay-per-click advertising	delivering advertising material to potential customers by post