

- a) cold calling
- c) billboard advertising
- e) email marketing
- g) search engine optimisation (SEO)

- b) word of mouth
- d) pay-per-click advertising
- f) viral marketing
- h) social media marketing



1. _____



2. _____



3. _____



4. _____



5. _____



6. _____



7. _____



8. _____