

## Marketing Techniques (example)

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How is the travel and tourism industry marketing their products? Brainstorm words that the industry has used to entice you to visit their business by completing the acrostic using the letters of MARKETING at the beginning, in the middle or at the end.

SAMPLES

BILLBOARDS

COMMERCIALS

TOKEN GIFTS

MAGNETS

INTERNET

GIFTS

COUPONS

SIGNS

Answers may include, but are not limited to the following:

1. Contests
2. Discounts
3. Emails
4. Flyers
5. Games
6. Loyalty cards
7. Magazine advertisements
8. Mugs
9. Pencils and pens
10. Social media