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Glossary terms from week 1

Terms and definitions from Course 3, Week 1

Awareness stage: The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service

Brand awareness: How familiar people are with a particular business or product

Consideration stage: The second stage of the marketing funnel, when marketers provide customers with more detailed information

Conversion stage: The third stage of the marketing funnel, when marketers capitalize on the interest people have already shown

Earned media: Personal or public promotion of a brand or product

Engagement: How an audience interacts with a brand on social media

Lead: A potential customer who has interacted with a brand and shared personal information, like an email address

Loyalty stage: The fourth stage of the marketing funnel, when a marketer nurtures relationships with customers

Marketing funnel: A graphic representation of the process through which people go from learning about a brand to becoming loyal customers

Organic social media: Any social media activity that does not require a paid promotion

Owned media: All the digital content a brand fully controls

Paid media: Any form of digital promotion a brand pays to put online

Pillars of social media marketing: The pillars that can help guide an effective social media marketing campaign: strategy, planning and publishing, listening and engagement, analytics and reporting, and paid social media

Remarketing: A strategy in which a marketer uses paid ads to target customers who have visited a company's website, app, or social media profile

Rule of seven: A marketing concept that states a potential customer must see a message at least seven times before they're ready to take action

Social listening: Refers to tracking and analyzing conversations and trends related to a brand

Social media: Any digital tool that enables users to create and share content publicly

Social media analytics: The process of collecting data from social media platforms and analyzing that data to make business decisions

Social media marketing: The process of creating content for different social media platforms in order to drive engagement and promote a business or product

Social media report: A document that presents relevant data and analysis about a brand's social media activities

User-generated content (UGC): Any content created by people, rather than brands

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