

Determine your social media marketing strategy

Offer content variety

Plan when to publish

Review: Social media strategy, planning, and publishing

Video: Wrap-up
1 min

Reading: Glossary terms from week 2
20 min

Quiz: Weekly challenge 2
10 questions

Glossary terms from week 2

Terms and definitions from Course 3, Week 2

Blogging: Refers to self-published writing that lives online

Brand identity: The combination of elements that inform how people perceive a brand

Brand position statement: Outlines exactly what a company does and for whom, and what makes it different from competitors

Chronological feed: A social media stream that displays the latest published content first

Content buckets: Categories to group marketing content

Earned media: Any positive digital exposure generated through personal or public recommendations

Influencer: A person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media

Influencer marketing: Involves a brand collaborating with an online influencer to market one of its products or services

Meme: An amusing or interesting item—such as a captioned picture or video—that is spread widely online

Microblogging: Blogging on a smaller scale; Ideal for distributing short-form content quickly and frequently

Monthly active users: Refers to the number of unique customers who visit a platform over a month-long span

Real-time marketing: A marketing approach that involves responding to current events, trends, or feedback in real or near-real time, almost always on social media

SMART: A goal-setting method that can help define and measure the success of campaign goals; Stands for “specific,” “measurable,” “attainable,” “realistic,” and “time-bound”

Social listening: Refers to tracking social media platforms for mentions and conversations about a brand

Social media algorithm: A way of sorting posts in a users’ feed based on relevancy rather than the order in which they are published

Social media calendar: A calendar of all a company’s social media posts

Social media target audience: The specific group of people a company wants to reach on social media platforms

Target audience: The group of people most likely to purchase a company’s products

Terms and their definitions from previous module(s)

A

Awareness stage: The first stage of the marketing funnel, when a marketer captures an audience’s attention

B

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

C

Consideration stage: The second stage of the marketing funnel, when a marketer provides a customer with more detailed information

Conversion stage: The third stage of the marketing funnel, when a marketer capitalizes on the interest people have already shown

E

Earned media: Any positive digital exposure generated through personal or public recommendations

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

L

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

M

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

O

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

Owned media: All the digital content a brand fully controls

P

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

R

Remarketing: A strategy in which a marketer uses paid ads to target customers who have visited a 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

S

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 publically

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

U

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

Mark as completed

