

## Glossary terms from week 4

### Terms and definitions from Course 3, Week 4

**A/B testing:** A method of testing where two versions of content with a single differing variable are compared to determine which yields better results

**Applause rate:** The number of approval actions—such as likes, mentions, Retweets, or favorites—that a post receives relative to the total number of followers

**Brand awareness metrics:** Metrics that measure the attention a brand received across all social media platforms during a reporting period

**Conversion:** The completion of an activity that contributes to the success of a business

**Customer testimonial:** Any customer review, assessment, comment, endorsement, or interview relating to a brand

**Impression:** When a piece of content is displayed to a target audience

**Informative report:** A report used to provide company leadership with a broad understanding of campaign performance, focusing on larger metrics like return on investment (ROI) and other key performance indicators (KPIs)

**Insight report:** A report that finds meaning in the data and aims to communicate that meaning at a high-level to stakeholders

**KPI (key performance indicator):** A measurement used to gauge how successful an organization is in its effort to reach a business or marketing goal

**Metric:** A quantifiable measurement that is used to track and assess a business objective

**Multivariate testing:** A method of testing where two or more versions of content with several differing variables are compared to determine which combination yields better results

**Net Promoter Score:** A metric that helps predict future customer engagement by asking customers: "How likely is it that you would recommend our product to a friend?"

**Operational report:** A report that provides real-time updates and information on metrics like audience growth rates, impressions, click-through rates, and more

**Potential reach:** A metric that measures how many people have potentially seen a post

**Qualitative data:** Information that describes qualities or characteristics

**Quantitative data:** Information that can be counted or compared on a numeric scale

**Referral:** Refers to how someone was guided to a website

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

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

**Social testing:** A process that provides data-driven insights about a brand's social media performance and audience preferences

### Terms and their definitions from previous module(s)

**A**

**Accessibility:** Considering the needs of people with disabilities when products, services, and facilities are built or modified, making them usable by people of all abilities

**Alt text:** A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

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

**B**

**Blogging:** Refers to self-published writing that lives online

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

**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

**Brand voice:** The distinct personality a brand takes on in its communications

**Brand voice guidelines:** Describes the way a brand should be presented in writing

**C**

**Call to action:** An instruction that tells the customer what to do next

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

**Closed captions:** Subtitles that are overlaid on video and can be turned on and off by users

**Color contrast ratios:** Measures the luminescence (or brightness) of a lighter color against the luminescence of a darker color

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

**Content buckets:** Categories to group marketing content

**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

**Evergreen content:** Content that will be relevant over a long period of time

**F**

**Follower:** Someone who opts in to receive updates from a business or brand on a social media platform

**G**

**GIF:** An animated image

**H**

**Hashtag:** A word or phrase preceded by the pound symbol that indicates that a piece of content relates to a specific topic or category

**I**

**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

**Internet troll:** A person who intentionally antagonizes others online by posting inflammatory, unnecessary, or offensive comments or other disruptive content

**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**

**Macro-influencers:** Influencers with between 100,000 and 1 million followers

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

**Mega-influencers:** Influencers with 1 million or more followers

**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

**Micro-influencers:** Influencers with between 10,000 and 100,000 followers

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

**N**

**Nano-influencers:** Influencers with 10,000 followers or fewer

**O**

**Open captions:** Subtitles that are embedded directly in video and can't be hidden or turned off by users

**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

**Promoted post:** A social media post that a marketer pays the platform to make more visible

**R**

**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

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

**Repurposing content:** The process of recreating and republishing content in different formats

**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**

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

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

**Social listening tool:** Software that helps track mentions of a brand, relevant keywords, and direct feedback from multiple social media platforms in one place

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

**Social media algorithms:** A way of sorting posts in a user's feed based on relevancy rather than the order in which they are published

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

**Social media calendar:** A calendar of all social media posts

**Social media engagement:** Refers to the actions people take on social media, such as likes, favorites, comments, shares, Retweets, saves, clicks, hashtags, and mentions

**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

**Social media sentiment:** The attitude and feelings people have about a brand on social media

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

**T**

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

**Tone:** How a brand's voice is applied

**Tweet:** Any message posted to Twitter; May contain elements like text, photos, videos, links, and audio

**U**

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

**V**

**Visual hierarchy:** A structured organization of visual components that groups elements together, places elements in a natural or predictable pattern (such as reading from left to right), or leads to the most important elements to click on

