### **Terms and definitions from Course 3**

A

**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

**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

**Ad auction:** A process that determines the best ad to show to a person at a given point in time

**Ad spend:** How much a company spends directly on advertisements

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

**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

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

B

**Bid modification:** Bidding a percentage more or less than a starting bid

**Bidding strategy:** The approach that tells how much a marketer will pay for each user action related to an ad

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

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

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

**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:** Describe the way a brand should be presented in writing

**Branded content:** Any post that features a third-party product, brand, or sponsor

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

**Cookie**: A small file stored on devices that tracks user behavior and analyzes traffic

**Cost per acquisition (CPA)**: The average cost of acquiring a potential customer

**Cost per action (CPA)**: The amount a marketer pays when someone completes a desired action

**Cost per click (CPC)**: The amount a marketer pays when someone clicks on their ad

**Cost per thousand impressions (CPM)**: The amount a marketer pays for every 1,000 impressions an ad receives

**Cost per view (CPV)**: The amount a marketer pays when a viewer watches a video ad for a minimum amount of time or interacts with it, such as when they click a link embedded in the video

**Creatives**: Any content that can be promoted in a campaign, such as text, images, GIFs, or videos

**Custom audiences**: A platform feature that allows a marketer to create relevant remarketing campaigns to reach highly-specific groups of people by uploading email lists of existing customers and followers

**Customer persona**: Represents a group of similar people in a desirable audience

D

**Demographic targeting**: Delivering an ad based on user information, like age

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

**Goal-based automated bidding**: A bidding strategy where a marketer sets an ROAS or cost per action target to maximize the advertising goal at a certain efficiency

H

**Hashing**: A security method which turns the personal information in email lists into randomized code

**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

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

**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-generated content:** Any post created by an influencer that promotes a brand’s products and services

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

**Influencer marketing platform:** Software that provides influencer discovery tools such as large searchable databases of potential influencers

**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

**Interest targeting:** Delivering an ad based on user preferences

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

K

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

L

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

**List-based remarketing**: Uses lists of existing customers or visitors who have provided their email address and shows specific ads to them

**Location targeting**: Delivering an ad based on user location

**Lookalike audience**: People with similar demographics and behaviors who haven’t yet been introduced to a brand

**Loyalty stage**: The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates

M

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

**Manual bidding:** Managing bids based on the criteria the marketer selects

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

**Maximum bid:** The highest amount a marketer is willing to bid on a platform; also known as the ceiling

**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

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

**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

**Minimum bid:** The lowest amount a marketer is allowed bid on a platform; also known as the floor

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

**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

N

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

**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?”

O

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

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

**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

**Paid social media:** Displaying paid advertisements or sponsored marketing messages on social media platforms to target a specific audience

**Pay-per-click advertising:** A type of advertising where the marketer pays each time someone clicks on their ad

**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

**Pixel-based remarketing:** A process that sends ads automatically to users after placing a cookie into their web browser that tracks the pages and products they view

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

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

Q

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

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

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

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

**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 publically

**Social media algorithm:** 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

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

**Spend-based automated bidding:** A bidding strategy where a marketer sets a daily budget to maximize their advertising goal

**Suggested bid:** A recommended bid range

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

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