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# MODERN Marketing Definitions

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# Glossary of Modern Marketing Definitions

## ADVERTISING

1. **Advertisement:** public promotion of a product or service.
2. **Billboard:** large outdoor advertising structure, typically seen on freeways, highways, and streets.
3. **Brand:** the identity of a product, service, or business (name, sign, symbol, color, etc).
4. **Brochure:** small, informative folded pamphlet containing pictures and information about a product or service.
5. **Business-to-business advertising:** (or b2b advertising) advertising directed at other businesses, as opposed to consumers.
6. **Circulation:** audited counts of subscribers, typically for print newspapers or magazines. The BPA is the largest media-auditing organization in the world. They serve more than 2,600 media properties including B-to-B publications, consumer magazines, newspapers, Web sites, events, email newsletters, databases, wireless, and other advertiser-supported media.
7. **Classified Ad:** a short ad in a newspaper or magazine where ads are divided into categories.
8. **Cooperative advertising:** (or co-op advertising) a program typically offered by manufacturers to their wholesalers or retailers where ad costs are divided in order to encourage wholesalers or retailers to advertise their product.
9. **Copy:** the text of an advertisement.
10. **Cost-Per-Click (CPC):** the amount of money advertisers pay for each click through on their ad.
11. **Cost-Per-Lead (CPL):** the amount of money an advertiser pays for generating a qualified lead.



12. **Cost-Per-Thousand (CPM):** the cost of 1,000 gross impressions with an advertisement through a given medium – print, radio, television, etc.
13. **Display Ad:** print ad in a magazine or newspaper.
14. **End-user:** the individual who actually uses a product (not necessarily the buyer)
15. **Flyer:** printed advertisement intended for wide distribution.
16. **Gutter:** blank space in between columns of type.
17. **Insert:** a printed sheet that is enclosed with a mailing or inserted into a publication (also known as a free-standing insert; or FSI).
18. **Media:** television, radio, newspaper, etc where you can place your advertisements.
19. **Message:** the theme or idea within an advertisement.
20. **Mobile Marketing:** marketing on or with a mobile device.
21. **Point-of-Purchase Advertising (P-O-P):** displays and other advertising materials that are placed inside retail stores at point where purchases are actually made.
22. **Print Advertising:** advertising in newspapers, catalogs, magazines, or mailers.
23. **Slogan:** short, memorable phrase associated with a brand or product (also known as a tagline).
24. **Target Audience (or market):** the group of customers that a business chooses to aim its marketing efforts at.
25. **Testimonial:** formal statement used in advertising testifying to the positive attributes of a company, service, or product.
26. **Trade Show:** an organized event where companies in a specific industry can showcase their products and services.



## BRANDING

1. **Brand Architecture:** the structure of all brands within an organization and how they are related or different to one another.
2. **Brand Associations:** the thoughts and impressions buyers associate with a brand name.
3. **Brand Audit:** a complete examination of all aspects that relate to a brand, revealing strengths, weaknesses, and brand growth opportunities.
4. **Brand Awareness:** measures the extent to which customers are familiar with a brand's existence.
5. **Brand Equity:** the value of a brand determined by customer attitudes towards its products or services.
6. **Brand Experience:** all communications, interactions with your company or product, from advertising to telephone messages, signage to websites. Branding is one of the most critical marketing decisions you can make, and a decision that affects all other marketing.
7. **Brand Extension:** leveraging an already successful brand name to launch a new or modified product in a new product category.
8. **Brand Identity:** all visual (and verbal) elements including name (trademarks), logo, messaging, graphic themes (including color), taglines and messages, and standards or guidelines.
9. **Brand Image:** the impression and associations in the mind of the customer associated with a particular product or company; how the customer thinks about your brand.
10. **Brand Licensing:** leasing another company the use of your brand for a period of time.
11. **Brand Management:** is the planning and administration of all aspects of brand marketing including launch, training, assets and tools, monitoring brand usage, and assessing brand (awareness, equity, preference).



12. **Brand Parity:** how similar brands are to each other in a product category.
13. **Brand Personality:** the set of human characteristics that customers associate with a brand.
14. **Brand Positioning:** how the brand is positioned in relation to its competitors, positioning expresses what the organization wants its products or services to stand for in the mind of the target audience.
15. **Brand Strategy:** relates to customer and market insight, positioning, product definition, brand hierarchy, and platform; brand strategy serves as the foundation to brand identity, management and experience.
16. **Co-branding:** two or more companies join together in marketing activities to associate the two brands.
17. **Corporate Identity:** the “persona” of the corporation including logo, brand names, and corporate colors, etc.
18. **Literal Names:** name that describes a company or product with key words or terms common to the category, an acronym based on keywords or terms, or when companies use the founder’s name.
19. **Logo:** symbol used to represent an organization and its products, services, etc.
20. **Logotype:** typographic symbol, the name of the company or product in a special design.
21. **Metaphorical Names:** name that relate to the desired positioning and are aggressively different than most competitors in any given category.
22. **Monolithic Brand:** using one brand name and identity for all of the product offerings of an organization.
23. **Multibrand Strategy:** two or more similar products of a company are marketed and sold under different brand names.



24. **Parent Brand:** a strong brand at the top of the brand architecture that supports allied products and services through a shared brand identity. For example, Apple is the parent brand to iPod.
25. **Positioning Statement:** a written statement that defines how the company, its products, or its brand, wants to be viewed in the minds of their target audience.
26. **Rebranding:** changing the established corporate image of a company or organization through the creation of a new name, logo, design, etc.
27. **Repositioning:** efforts to change the views of buyers about a product or service often achieved through rebranding.
28. **Synthesized Names:** names comprised of made-up words, most often the combination of two words or key words. They can also be derived from Latin or Greek roots, prefixes, or suffixes, or they can be made-up words that are based on alliteration.
29. **Top-of-Mind:** a brand or a specific product that comes to buyer's mind first when they think of a product category.
30. **Visual Identity:** colors, logos, and graphic elements associated with a brand.



## DIRECT MARKETING

1. **Blacklisting:** lists of domains and IP addresses that have been reported or accused of sending spam. You can check blacklists at [www.openrbl.org](http://www.openrbl.org) and [www.dnsstuff.com](http://www.dnsstuff.com).
2. **Bounces:** emails that have been sent back to sender as the recipient email address was invalid or presently not working. Hard bounces are bad email addresses and should be removed. Soft bounces are most often out-of-the-office notifications, or temporary server issues.
3. **Broadcast Faxing:** sending documents to many recipients simultaneously. Announcements, press releases, or newsletters are often sent by broadcast fax.
4. **CAN-SPAM Act:** a law that establishes rules for commercial email and requirements for commercial messages. Its main requirements are to not use false or misleading header information and deceptive subject lines, identify the message as an ad, tell recipients where you're located and how to opt out of future emails, honor opt-out requests promptly, and monitor what others are doing on your behalf. Violators are subject to tough penalties.
5. **Catalog:** publication that contains details and photographs of items for sale.
6. **Circulars:** a letter or an advertisement that is distributed to a large number of people.
7. **Click-Through Tracking:** measuring the number of clicks that occur on each link in an email message.
8. **Click-Through-Rate (CTR):** hyperlinks within the email that are tracked by the number of times it is clicked on by email recipients, especially offers. Most email service providers (ESPs) report CTR.
9. **CSV:** a file format in which each new field is separated by a comma. This file format is used by ESP's to build email lists, where each email is separated by a comma. Outlook and other email services allow you to export your entire address book in this format.



10. **Customer Relationship Management (CRM):** the ability to keep track of every interaction with every prospect and customer and keeps tracks of trends and tabulates results of such notes on an aggregate scale. Essentially, an intelligent interface that allows keeping notes of every action, sale, phone call, email, fax, etc.
11. **Database:** a storing of records. Databases are made up of tables. Tables are made up of columns and rows. Data is stored in a field (aka cell). Popular types of web databases include SQL and MySQL.
12. **De-Duping:** the act of removing duplicates from a list.
13. **Direct Mail:** promotional materials that are sent directly to a customer through postal mail.
14. **Direct Marketing:** selling products or services directly to the individual prospective customer, for example advertisements through mail.
15. **Email Marketing:** a form of direct marketing where emails are sent to prospective or current customers.
16. **ESP:** ESP stands for Email Service Provider. An ESP is a specific type of Application Service Provider (see ASP). iContact is an example of an ESP.
17. **HTML templates:** the most common programming language for emails. The acronym HTML stands for Hypertext Markup Language.
18. **Insert Media:** marketing and promotional materials are inserted into other communications, such as a package or a bill. Some examples are free-standing inserts, statement stuffers, and package inserts.
19. **Junk Mail:** unsolicited marketing and promotional materials received through mail or email.
20. **Mail merge personalization:** the ability to, on the fly for each email, insert data from the database into specific fields in an email. For example, one may place Dear \_\_\_\_\_ in an email. When each email is sent out, a call to the database is made to retrieve the actual first name of that subscriber. It then 'pastes' this data into the email. Dear John, Dear Judy etc. will result.



21. **Message scheduling:** the ability to set a time in the future for a message to start to be delivered to recipients.
22. **Open Tracking:** the ability to keep track of the number of opens (“reads”) a message gets.
23. **Opt-in:** a term that refers to any subscriber that has specifically requested marketing materials.
24. **Opt-out:** individuals elect to stop receiving unsolicited messages from a company.
25. **Prohibitory Order:** a legal order by the United States Postal Service to prohibit future contact attempts from a mailer to a recipient.
26. **Spam:** unwanted email that was sent without the permission of the recipient. Also known as unsolicited commercial email.
27. **Targeted Mailing:** marketing and promotional materials are directed and sent to a certain group of people who possess a certain attribute such as age or location.
28. **Telemarketing:** a form of direct marketing where phone calls are made to sell products or services.
29. **Unsubscribe link:** the link at the bottom of each email that allows visitors to unsubscribe or modify/update their information.
30. **USPS Every Door Direct Mail:** for larger businesses, Every Door Direct Mail service is a way to send mail to every household in a given area without having to know their address. With it, you can target entire cities or even larger regions that you wish to reach with your message.
31. **Whitelisting:** opposite of blacklisting. Many ISPs have lists of sites with which they have built good relationships with and trust. If your sending fits their standards, it may be possible to add yourself to a whitelist. If you are on a whitelist, your mail has a much better chance of being delivered.
32. **WYSIWYG Editor:** stands for “what you see is what you get.” Allows users to create their own HTML newsletters right on the sending page, without knowing HTML.



## MARKET RESEARCH

1. **A.C. Nielsen Retail Index:** uses point-of-sale data to provide information on the sales of a particular product, information of competing products, dealer and sales promotions, and retail prices.
2. **Ad Hoc Surveys:** surveys administered to the target audience who has never been surveyed on a particular subject before.
3. **Ad Recall:** survey respondents are exposed to an ad and then, at a later date, asked if they can recall it, measuring advertising effectiveness.
4. **Ad tracking:** monitoring a brands performance with an advertisement to determine the effectiveness of the media targeting, the quality of the advertisements, and ROI.
5. **Applied Research:** research that is conducted with specific objectives in order to develop new products or applications.
6. **Asynchronous Research:** survey respondents record their response on their own time; responses are not prompted.
7. **At-Home Testing:** research method where users are allowed to bring the product home for testing use.
8. **Back Checking:** the survey respondent is contact after the research has taken place and questioned about the interview in an effort to authenticate the data was collected.
9. **Benchmark:** evaluating or checking something in comparison with a standard. For instance, you may compare your business processes with industry or competitor best practices.
10. **CATI surveys:** (Computer Assisted Telephone Interview) respondent's data is collected by a software program.
11. **Causal Research:** research that examines the cause-and-effect relationship among variables (a causes b).
12. **Causation:** the action of causing something.



13. **Coding:** how data is categorized in order to be analyzed.
14. **Cohort:** a group of people with a common statistical characteristic. For example, different age groups would make up different cohorts.
15. **Competitive Intelligence:** gathering, analyzing, and managing data and information regarding the business environment in which a company operates.
16. **Convenience Sample:** a research sampling strategy where the most accessible people are surveyed, as opposed to a random sample.
17. **Coolhunting:** marketing professionals make observations or predictions about changes in cultural trends.
18. **Copy testing:** (or pre-testing) the study of marketing materials prior to their release to research an ad's effectiveness.
19. **Customer Behavior:** research that studies when, why, how, and where people do or do not buy a product.
20. **Data Collection:** the gathering and preparation of data for research purposes.
21. **Data entry:** the process of entering data from surveys, research, etc., into an electronic format.
22. **Data Mining:** the process of examining large databases to extract patterns from the data.
23. **Data Warehouse:** large database systems storing a wide range of information from within a company.
24. **Data:** statistics collected for research purposes.
25. **DECIDE Model:** a model of the decision-making process; Define the marketing problem, Enumerate the controllable and uncontrollable decision factors, Collect relevant information, Identify the best alternative, Develop and implement a marketing plan, and Evaluate the decision.



26. **Demographics:** objective classifications of consumers, such as their age, income, sex, education, etc.
27. **Dependent Variable:** depends on/affected by the independent variable(s).  
For example, if sales and price were your two variables, sales could be the dependent variable because it is impacted by the price (or vice versa).
28. **Dichotomous Question:** closed-ended question posed that only has two response alternatives, such as yes or no.
29. **Eye tracking:** tracking the pattern of eye movements to determine what part of an advertisement consumers look at and for what length.
30. **Focus Group:** a type of qualitative research where a group of people have a discussion on their perceptions, opinions, etc., toward a product or service.
31. **Geodemographics:** a combination of geographic and demographic information.
32. **Heterogeneous Groups:** a group of people who have diverse attributes.
33. **Homogenous Groups:** a group of people who have similar attributes.
34. **Independent Variable:** variation is independent of changes in the values of other variables and is the causative factor. For example, if sales and price were your two variables, price could be the independent variable because it causes sales to increase or decrease (or vice versa).
35. **Likert Scale:** type of rating scale used to measure attitudes where respondents identify their level of agreement or disagreement for a statement (for example: strongly disagree, disagree, neither agree nor disagree, agree, strongly agree).
36. **Loaded Question:** a type of question that has a false or questionable presupposition.
37. **Longitudinal Study:** research that consists of repeated observations of the same exact variables over a long period of time.
38. **Market Segmentation:** separating prospective buyers into groups that share common needs and that will respond similar to marketing efforts.



39. **Market Share:** the percentage of a market's total sales that is earned by a particular company.
40. **Market Structure:** the characteristics that are found in a given market, such as the number of buyers and sellers, the levels of competition, etc. Perfect competition, monopolistic competition, oligopoly, and monopoly are generally the four types of market structures.
41. **Marketing Research:** the process of gathering, recording, and analyzing data and information about customers, competitors, and the marketing in which you intend to enter.
42. **Nominal Scale:** type of measurement scale where possible responses are categories and there is no order or structure (ex: religious preference, race, sex).
43. **Objective:** not influenced by personal feelings or opinions (unbiased).
44. **Omnibus Panel:** (or piggyback) respondents are measured repeatedly over time but on variables that change from measurement to measurement.
45. **Predictor Variables:** a variable that can be used to predict the value of another variable.
46. **Primary Research:** the collection of data that does not already exist; often called custom research.
47. **Privacy Policy:** a legal document published by organizations that shares how they keep information private, how the information is shared, and why it is collected.
48. **Psychographics:** the study and classification of people based on their individual psychological characteristics (attitudes, interests, opinions, lifestyle, etc.), as opposed to demographic information.
49. **Qualitative Research:** research that uses exploratory techniques to obtain words and descriptions as data, as opposed to numerical data.
50. **Quantitative Research:** research that uses numbers for data to analyze results.



51. **Research Design:** how the information is to be gathered for research, including the instruments to be used and how the information will be analyzed.
52. **Sampling Error:** the difference in the results from a sample from what the results would be if the entire population was surveyed.
53. **Secondary Research:** using existing data to conduct research.
54. **Standard Industrial Classification (SIC):** a four-digit number that is used to categorize a company based on the type of business.
55. **SWOT Analysis:** evaluating your company's internal strengths and weaknesses and the external opportunities and threats.
56. **Syndicated Research:** research performed by a research company that makes the results available for sale.
57. **Systematic:** carried out according to a fixed plan (methodical).



## PRICING

1. **Administrative Costs:** costs incurred in operating an organization that cannot be expensed to individual departments.
2. **Breakeven Analysis:** determining the break-even point for a product, or where total revenue equals total costs.
3. **Bundle Pricing:** pricing strategy where the price is discounted when buyers purchase several products at the same time.
4. **Cash Discount:** price reduction for the buyer offered by the manufacturer for prompt payment of an invoice (prompt payment discount).
5. **Competition Pricing:** pricing strategy where the price is set relative to what the competitors are at.
6. **Cost-plus Pricing:** pricing strategy where the product is priced at the total manufacturing cost plus a fixed percentage or dollar amount to achieve a target profit margin.
7. **Cumulative Quantity Discount:** price reduction for the buyer that increases over time with the quantity purchased.
8. **Demand:** the amount desired by purchasers, customers, etc., for a particular item or service that impacts pricing decisions.
9. **Elastic Demand:** there is a significant change in demand with an increase or decrease in price (price elasticity is greater than 1; price sensitive).
10. **Fixed Costs:** costs that are constant, regardless of the quantity of goods or services produced, such as rent or insurance.
11. **Freight Costs:** the costs incurred by the manufacturer to move/ship their goods.
12. **Group Buy:** several retailers agree to pool their resources to purchase a product at a discount from manufacturers (also known as a cooperative).



13. **Inelastic Demand:** demand changes very little, or not at all, with an increase or decrease in price (price elasticity is less than 1).
14. **Inflation:** the increase in prices and fall in the purchasing value of money that impacts pricing decisions.
15. **Line Pricing:** pricing strategy where a limited number of prices are used for all product offerings.
16. **List price:** the price at which the manufacturer suggests the retailer sells the product (suggested retail price).
17. **Loss Leader:** pricing strategy where the price is discounted significantly on a product or service in order to attract customers who may be influenced to buy other products.
18. **Optional Pricing:** pricing strategy where the price is set low for a basic product or service and the profit is made by selling costly accessories for that product or service (razor and blade strategy).
19. **Penetration Pricing:** setting a low price for a product or service initially to attract new customers or win market share.
20. **Predatory Pricing:** (“dumping”) setting prices below average or unit cost in an attempt to drive competitors out of business.
21. **Premium Pricing:** pricing strategy where the price is set higher than average to reflect higher quality, exclusivity, or status.
22. **Price Ceiling:** limit on how high a product or service can be priced.
23. **Price Collusion:** companies work/conspire together to keep the price of a product or service at a high level in an attempt to receive large profits or corner the market.
24. **Price Discrimination:** identical goods or services are sold at different prices to different buyers, giving an advantage to certain buyers.
25. **Price Elasticity of Demand:** how responsive, or elastic, the quantity of a product or service that is demanded is to an increase or decrease in price.



26. **Price Floor:** limit on how low a product or service can be priced.
27. **Price Points:** prices at which the demand for a product or service remains high.
28. **Price War:** competitors cut prices in order to increase their share of the market.
29. **Price:** the amount of money required to purchase an item.
30. **Product Lifecycle:** the stages a product goes through in its lifetime, from development to decline, which impacts demand for the product.
31. **Product Line Pricing:** pricing strategy where a single price is established for all products in a product line.
32. **Product Sabotage:** encouraging customers to buy a more expensive product or service, as opposed to inexpensive alternatives.
33. **Profit Margin:** the amount that revenues exceed costs.
34. **Promotional Discount:** short term discounts for buyers in order to drive sales.
35. **Psychological Pricing:** pricing strategy based on the belief that certain prices have a psychological impact (ex: \$19.99 vs \$20.00)
36. **Purchasing Power:** the value of a currency determined by the amount of goods or services that one unit of money can buy.
37. **Quality Leadership:** positioning a product as the quality leader by signaling high quality through the price.
38. **Quantity Discounts:** price reduction for the buyer based on the quantity purchased.
39. **Seasonal Discount:** price reduction for the buyer to encourage them to purchase a particular product or service in the off-season.
40. **Selling Costs:** costs incurred in the marketing and distribution of a product or service.
41. **Skim Pricing:** setting a high price for a product or service initially, then lowering the price over time in order to recover sunk costs.



42. **Status Quo:** pricing strategy that matches competition prices or maintains existing prices.
43. **Sunk Cost:** cost that has already been incurred and cannot be recovered.
44. **Supply:** the amount of a good or service that is available for sale, which impacts pricing decisions.
45. **Survival Pricing:** temporary pricing strategy used in a situation such as market decline where a price is selected to just cover costs so a firm can survive in the market.
46. **Target Return Pricing:** pricing strategy where the price of the product is calculated based on the desired profit.
47. **Trade Discount:** price reduction for the buyer for performing some function for the seller (ex: discount for warehousing the product, etc.).
48. **Value-based Pricing:** pricing strategy where the price of the product is set based on the perceived value (see: value) to the customer, rather than costs, market price, etc.
49. **Value:** the actual benefits or purchasing a product (value = benefits – cost).
50. **Variable Costs:** costs that vary depending on the quantity of goods or services produced, such as the cost of materials or utilities.



## PRODUCT DEVELOPMENT

1. **Accidental Discovery:** a new product, idea, or design that was discovered, but not originally intended, from research.
2. **Affinity Diagram:** a tool to organize ideas and data by finding relationships between them.
3. **Alpha Testing:** new products, near completion, go through a variety of testing procedures to verify functionality.
4. **Augmented Product:** the generic product enhanced by the addition of related services and benefits.
5. **Beta Testing:** prior to release, the intended customer base tests a new product.
6. **Brand Extension:** successful brand names are leveraged to launch a new or modified product in a new product category.
7. **Breakthrough Products:** products that are so innovative that they are new to the world.
8. **Cannibalization:** a new product causes a reduction of sales or market share of one product for a manufacturer as a result of the introduction of the new product.
9. **Concurrent Engineering:** performing two different tasks at the same time in an effort to speed up the new product development process.
10. **Continuous Improvement:** ongoing efforts to improve products or services. Improvement may be incremental over time or breakthrough.
11. **Cross-Functional Team:** a group of people from different functional areas in an organization working together, for instance individuals from operations, marketing, and finance working together.
12. **Diffusion of Innovations Theory:** explains the adoption of a new product or service.
13. **Early Adopters:** a person who starts using a product in the early stages of its lifecycle (introduction).



14. **Failure Rate:** the amount of a firm's new products that fail to achieve the objectives set for them, expressed as a percentage.
15. **First-to-Market:** creating a product that creates an entirely new product category or a unique subdivision of one, giving the manufacturer first-mover advantage.
16. **Fuzzy Front End:** the confusing, messy, and time-consuming beginning to the new product development process including generating ideas and concepts, etc.
17. **Gap Analysis:** comparing actual performance with desired/potential performance.
18. **Ideation:** the formation of ideas or concepts.
19. **Incremental Products:** products that with slight variations/improvements from existing products.
20. **Key Performance Indicators (KPI):** performance measurement used by a company to measure the success of a particular activity based on factors most relevant to them. For instance, a the KPI for a new product could be its sales.
21. **Line Extension:** successful brand names are leveraged to launch a new product in the same product category.
22. **Market Testing:** testing a variety of marketing scenarios to make the best decision.
23. **New Product Development (NPD):** the entire process involved in bringing a new product or service to the market.
24. **Platform Products:** provide the architecture (platform) for the next generation of products.
25. **Product Discontinuation:** the manufacturing of a product is stopped by the company that makes the product.
26. **Product Idea Screening Model (PRISM):** process used to determine what resources should be used for new product development.



27. **Product Life Cycle:** a new product goes through four stages in its life cycle; introduction, growth, maturity, and decline.
28. **Product Rejuvenation:** boosting sales for a product through a large marketing effort.
29. **Stage Gate:** a popular new product development process system developed by Stage-Gate International and used by a large percentage of U.S. companies.
30. **Test Market:** testing a product in a small market before wide-scale distribution.
31. **Time to Market:** the amount of time it takes for new product development from initial concept (ideation) to product launch.
32. **Time to Profit:** the amount of time it takes for the revenue from a new product to exceed the costs of that product.



## PUBLIC RELATIONS

1. **Above the fold:** in newspapers, this is the valuable space that appears at the top of the folded newspaper. On the other hand, on the web the valuable space is top of the page that does not require visitors to scroll.
2. **Audio News Release (ANR):** the public relations department sends a pre-recorded audiotape to radio stations, etc.
3. **Boilerplate:** the standard text found at the bottom of all company-issued releases that gives a brief history or an about of the organization or individual.
4. **Bylined Articles:** an article written by an expert or thought leader on a particular subject and published in venues like trade magazines or on web sites.
5. **Cause-related Marketing:** a business strategy where a company cooperates with a non-profit organization to promote the sale of their items or services.
6. **Chatter Sheets:** documents with interesting but brief pieces of information relevant to an organization that the public relations departments gives to radio hosts to talk about in their show.
7. **Communications Management:** the planning, implementation, and overall management of all communication within and between organizations.
8. **Copy editor:** prepares text for publication by proofreading and fact-checking articles.
9. **Corporate Philanthropy:** a corporation donates time, money, or talent to charitable institutions.
10. **Corporate Sponsorship:** financially backing an event, activity, or organization to increase exposure or goodwill for the sponsor.
11. **Crisis Management:** how an organization deals with a major unpredictable event that threatens to harm the organization. Crisis management aims to respond in an effective, timely manner to minimize damage to the organizations brand or profitability.



12. **Editorial Calendar:** outlines the planned content for a publication.
13. **Embargo:** to ban the publication of a document.
14. **Employee Relations:** the maintenance of employer-employee relationships that contribute to productivity and high morale and prevent and resolve problems that may arise.
15. **Filler:** used to fill space or time in a newspaper, broadcast, recording, etc.
16. **Frequency:** how many times an individual is exposed to an advertisement or news release.
17. **Ghostwriter:** a professional writer who writes books, articles, reports, or other texts and gives the credit of authorship to someone else.
18. **Guest Editorial:** opinion newspaper or magazine pieces that is written by someone who isn't part of the publication's staff.
19. **Investor relations:** the two-way communication between companies and current and potential investors, and the nurturing and maintenance of that relationship.
20. **Issues Management:** monitoring concerns of the general public and addressing customer complaints.
21. **Media Outlet:** provide news and stories to the public; including newspapers, magazines, radio, television, and the Internet.
22. **Media Relations:** forming relationships with members of the press to promote an organization, product, or service.
23. **Media Tours:** an event or series of events to promote an organization, product, or service to the press.
24. **News Release (press release):** official statements issued to newspaper or distribution services to give information on a subject, or promote events, products, etc.



25. **Press Conference:** the meeting of journalists and an audience with representatives from an organization.
26. **Press Kit:** a package of promotional materials that are provided to members of the press in order to brief them on a product, service, or organization.
27. **PRSA (Public Relations Society of America):** the largest organization of public relations professionals. The PRSA has more than 21,000 public relations and communications professionals as members from across the United States.
28. **Public Relations:** managing the flow of information and the reputation between an organization and the public.
29. **Reach:** the number of people who were exposed to an advertisement or news release over a given period of time.
30. **Relationship Management:** a continuous monitoring of interactions between a buyer and an organization in order to strengthen the relationship and retain the buyer.
31. **Reputation Management:** a continuous monitoring, correcting, and enhancing of a brand's perception in the eyes of the general public.
32. **Sidebar:** a small, short article containing additional material typically appearing in a box alongside a main article. (data, glossary, etc)
33. **Smear Campaign:** an intentional attempt to harm an individual, groups, products, or an organization's reputation.
34. **Social Media Release (SMR):** similar to a traditional news release, but distributed on various social media vehicles, which enables a typical news release to have social bookmarking links, RSS feeds, etc.
35. **Speaking Engagements:** an individual speaks at an event for the public on a particular topic. Speaking engagements are useful in establishing the speaker as a subject matter expert on a particular topic.
36. **Specialized publication:** a publication that is specific to a particular industry.



37. **Syndicated:** material is published simultaneously in multiple newspapers, TV stations, etc.
38. **Target Audience:** the specific group of people that a marketing message is aimed at.
39. **Video News Release (VNR):** typically a video of an interview that is distributed to news sources.
40. **Wire Service:** distribution service that allows an organization to pay for their news releases to be disseminated for the general public and media to view for increase exposure. For example, PRWeb is the number one news release service. They send news releases to major search engines, journalists, bloggers, and PRWeb subscribers. Business Wire is another market leader in commercial press release distribution.



## INTERNET MARKETING AND SEARCH ENGINE OPTIMIZATION

1. **301 Permanent Redirect:** also called a canonical redirect, the 301 permanent redirect (redirect) is vital to proper search engine optimization and improved rankings. A simple way to test whether your website has a 301 redirect in place is to type and “yourdomain.com” into your browser address bar then hit “Enter”. If the URL does not automatically change to “www.yourdomain.com”, then the redirect is NOT in place to resolve canonical issues and, therefore, is not optimized for the search engines.
2. **Absolute Link:** hyperlinks that give the complete URL. The complete URL includes the domain name, pathname, and filename.
3. **Algorithm:** certain criteria and rules established by search engines to rank websites.
4. **Alt (or image) Tags:** the file names, image titles, or descriptions for images contained on your website.
5. **Anchor Text:** the visible, clickable text part of a hyperlink. This text gives search engines and visitors information on what the page being linked to is about.
6. **Article Spinning:** blog or website owners take one article and create, or spin, a unique article for their site based on the original in an effort to escape Google’s duplicate content policy.
7. **Beta-site:** test website to show in public and work the bugs up before finalizing the site.
8. **Blackhat SEO:** unethical search engine optimization techniques.
9. **CFM:** cold fusion markup (file.cfm), a popular website programming language.
10. **Click-Through Rate:** the percentage of people who actually click on a link or an advertisement versus how many were exposed.
11. **Cloaking:** blackhat SEO technique different content or URLs are presented to search engines and users.
12. **Cookie Stuffing:** blackhat SEO technique which is when a user visits a website and unknowingly receives a third-party cookie from a different website. This technique is used to generate fraudulent affiliate sales.



13. **DHTML:** dynamic hypertext markup language
14. **DML:** data manipulation language
15. **DNS:** domain name system
16. **Doorway Pages:** blackhat SEO technique (also known as portal pages, entry pages, jump pages, and gateway pages) where standalone pages containing many links that are of little or no use to the visitor are built to trick the search engines into giving these sites higher rankings. Searchers are redirected to the “real” website after landing on the doorway page.
17. **Duplicate Content:** content that is found on the Internet in more than one place. Search engines do not know which is more relevant to a given search query, and therefore, will penalize duplicate content.
18. **Fresh:** frequently changing home pages that Googlebot will revisit and reindex daily.
19. **FTP:** file transfer protocol
20. **Geo Targeting:** displaying custom content on a website or advertisements based on where the user is located.
21. **Google AdSense:** Google’s contextual advertising network that provides text and image ads that are targeted precisely based on the content of the website owner’s page. The website owners earn a percentage of the price per click that is paid by the advertiser.
22. **Google Analytics:** a service offered by Google that generates detailed statistics about the visitors to a website. Some of the information it provides is overall traffic, top-visited Web pages, keywords searched to reach the site, length of visits, number of page visits, bounce rate, etc.
23. **Google Bowling:** blackhat SEO technique where links are put on a competitor’s site so they are penalized to reduce their search rank.
24. **Google Panda:** an update to Google’s ranking algorithm that was released in February 2011. This update attempts to lower the rank of low quality sites and increase the rank of high quality sites.



25. **Google Penguin:** an update to Google's ranking algorithm that was released on April 24, 2012. This update attempts to lower the search engine rankings of websites that violate Google's Webmaster Guidelines and had an emphasis on webspam.
26. **Grayhat SEO:** questionable SEO techniques that may not necessarily be unethical or ethical, falling in between whitehat and blackhat SEO.
27. **Header Tags:** brief headlines that should be coded at the top or header position of each page.
28. **Hidden (or invisible) Text:** blackhat SEO technique used to load a webpage with keywords by making the text invisible or unreadable (for example: making the font color the same as the background color).
29. **Hidden Links:** blackhat SEO technique similar to hidden or invisible text, but hiding links throughout a website.
30. **HTML:** hypertext markup language
31. **HTTP:** hypertext transfer protocol
32. **HTTPS:** hypertext transfer protocol secure
33. **ICANN:** Internet Committee for Assigned Names and Numbers (not for profit organization overseeing the use of Internet domains).
34. **IIS:** internet information services
35. **IM:** instant messaging
36. **Inbound Links:** link to your website from an outside site. Search engines use the number of inbound links to your site as a way to measure the popularity and credibility, which influences rankings in search results.
37. **Inter-linking:** text hyperlinks to other pages on your website.
38. **Interstitial:** advertisements on web pages that pop-up before the page loads.
39. **Intranet:** restricted or local computer network.



40. **Invisible Web:** also known as dark web, content on the World Wide Web that is not indexable/searchable by search engines, for example, unlinked content and private web pages.
41. **IP address:** (internet protocol address) numerical label, separated by periods, that is assigned to each computer attached to the Internet.
42. **ISP (internet service provider):** organization that provides access to the Internet.
43. **Keyword Density:** how often a keyword or keyword phrase is used on a website. It is expressed as a percentage and represents how often a keyword or phrase is used on a website compared to the total number of words on the page.
44. **Keyword Popularity:** how often a keyword or keyword phrase is searched by Internet users during a given period of time.
45. **Keyword Prominence:** where the keyword or keyword phrase is located on the page. Rankings in search results are improved if the keyword is closer to the start of the page.
46. **Keyword Stuffing:** blackhat SEO technique that loads a webpage with keywords in the Meta tags or content to influence a site's ranking in search results.
47. **Keyword-Rich:** good keywords are used in a natural, seamless way within the text or page. Also, it is important that you have enough but do not have too many keywords.
48. **Link Farming:** blackhat SEO technique where individuals exchange reciprocal links with Websites in order to increase the number of sites that link to yours in an effort to boost rankings in search results.
49. **Link-Building:** building the number of relevant, inbound links pointing at a web page or website.
50. **Meta Descriptions:** text that appears as the second line in the search engine results and influences click through rate and relevance. Descriptions should include the keyword or keyword phrase and reinforce the title of the page.
51. **Meta Tag Coding:** fundamental SEO technique that includes meta descriptions, header tags, and alt or image tags.



52. **Meta Tags:** HTML (or XHTML) coding for descriptions of a webpage's contents, thus enabling the search engine to correctly index the web page's contents.
53. **Meta-Tag Stuffing:** blackhat SEO technique that uses meta keywords that are unrelated to the site's content or repeating keywords in the meta-tags (meta keywords are no longer considered by Google).
54. **Mirror Websites:** blackhat SEO technique where an exact copy of another Internet site used to increase search engine rankings by link farming, placing hyperlinks on each mirror website to every other mirror website.
55. **Misspellings:** blackhat SEO technique where content is deliberately optimized for misspelled keywords.
56. **Navigation Bar:** typically located down the left hand side or along the top of a webpage and contain hypertext links to allow a smooth, easy navigation between pages of a website for the user.
57. **Negative Keyword:** are used to prevent your ad from appearing in search results that contain your negative keyword. They may be used for products that you don't sell and to avoid undesirable ad impressions and clicks. Negative keywords are preceded by a minus sign to filter out the unwanted impressions.
58. **Organic (natural) Search Results:** unpaid search results that are ranked by the search engine according to relevancy to the term searched by the user.
59. **Page Hijacking:** blackhat SEO technique where individuals create a copy of a popular website that redirects searchers to unrelated or malicious websites.
60. **Page Titles (title tags):** the descriptive words at the top of the browser window. Title tags should be simple, keyword-rich, and approximately 70 characters in length including spaces.
61. **PageRank:** a link analysis algorithm, named after Larry Page, used by the Google search engines to measure the importance of each page ranked on a 0 – 10 scale, which is reflected in the search results rankings. It measures how many links point to a website and the quality of those links in its analysis.



62. **Query:** a request for information, usually to a search engine. This is the keyword or phrase that is searched.
63. **Reciprocal Links:** a link exchange between two different sites.
64. **Relevance:** websites are retrieved in response to a given query and displayed in search results based on their relevance to that query.
65. **Scraper Sites:** blackhat SEO technique where individuals compile content from other sources and republish it. The practice of harvesting content is known as “scraping”.
66. **Search Engine Optimization:** or SEO is the strategic use of a variety of strategies to increase a websites ranking in search results.
67. **Search Engine Results Pages (SERPS):** the list of web pages that are returned to a user by a search engine in response to a particular keyword query.
68. **Search Engine:** search for information on the World Wide Web and display a list of results based on the user’s query. Google and Yahoo! are common search engines.
69. **Site Map:** a secondary navigation text link placed in the footer of the web page, and linking to a sub-page with a simple outline of website content and sub-links. Site Maps should be submitted to key search engines including Google, Yahoo, and Bing.
70. **Spam Blogs:** (also known as splogs) blackhat SEO technique using blogs with irrelevant text and a large quantity of links to a single website.
71. **Sybil Attack:** blackhat SEO technique where multiple identities are used in order to participate in link or comment spam.
72. **Traffic:** the volume of visitors to a website.
73. **Unique Visitors:** the unduplicated number of people who visit a webpage (if the same person visits more than once, they are only counted a single time).
74. **Whitehat SEO:** ethical search engine optimization techniques.



## SOCIAL MEDIA

1. **AddThis:** social bookmarking service that can be integrated into a website as a standard button for bookmarking and sharing.
2. **App:** (short for application) typically a small program designed for a mobile device or tablet.
3. **Astroturfing:** the posting of false reviews or opinions on social media sites to improve the image of a product or company.
4. **Avatar:** an icon (image) that represents a person online.
5. **Bitly:** a URL shortening service commonly used on Twitter.
6. **Blog:** (web log) a type of website or a part of a website that allows users to reflect, share opinions, or discuss various topics in the form of an online journal.
7. **Blogger:** a person who has and updates a blog.
8. **Blogosphere:** the collection of blogs on the Internet and its community.
9. **Blogroll:** a feature on blogs that allows the author to share a list of recommended or similar external blogs that viewers may be interested in reading.
10. **Cash Tag:** clickable stock symbols within tweets on Twitter (ex: \$AAPL) that will take users to search results (tweets) regarding the company's finances and stocks.
11. **Circles:** a Google+ feature that allows users to put people into specific groupings or lists.
12. **Connections:** the people who are part of your network on LinkedIn. To connect with someone, you are required to invite the person to join your network and they must accept. Similarly, if someone wants to connect with you they are required to invite you and then you must accept.
13. **Crowdsourcing:** tasks that are typically performed by employees are outsourced to a large group of people or community through an open call, often executed on social networks.



14. **Delicious:** social bookmarking web service that is used to store, share, and discover web bookmarks.
15. **Digg:** social news website.
16. **Facebook:** social networking website
17. **Fanpage:** a page within Facebook that represents a topic or company that you have the ability to 'like'. This is the Primary location of businesses on Facebook.
18. **Flickr:** an image and video hosting website used to share personal photographs/ videos and used by bloggers to host images they embed in their blogs.
19. **Following:** subscribing to peoples tweets or updates on Twitter that you are interested in.
20. **Follower:** people who are subscribed to your Tweets on Twitter.
21. **Forums:** online medium where discussions take place.
22. **Foursquare:** a location based social networking website. Users "check-in" at locations and are then awarded points, badges, etc.
23. **Friend:** a social connection between two Facebook users. A friend must be requested, and the recipient of that request must accept.
24. **Google+:** social networking platform that allows you to create a Google+ profile page, add your friends and family, follow people you find interesting, and share with your circles.
25. **Google Places:** location based search results on Google that gives you a place to list your business to appear in those local search results.
26. **Hangout:** a Google+ feature that allows you to video chat with people in your circles.
27. **Hashtag:** a hash or pound sign (#) used to add a subject keyword or categorize your tweet.



28. **Hootsuite:** A website and online brand management service that allows an individual to monitor, manage, and schedule social media activity.
29. **Huddles:** a Google+ feature that allows you to send a group message to people within your circles. You select the group you want and everyone can chat with each other.
30. **Instagram:** a photo-sharing program and social network. Instagram allows a user to take a photo, edit it with a filter, and then share it with users on Instagram and other social networking websites.
31. **Klout:** measures the social influence a person/company has.
32. **Like:** a term on Facebook to show that you are interested in a given Fan Page, topic, or content. Often times you will see 'like' buttons across the Internet that allow you to show off your interests by clicking them.
33. **LinkedIn:** social networking site that is business-oriented and typically used for professional networking.
34. **Meme:** image, video, or phrase that is passed electronically from one Internet user to another.
35. **Microblogging:** posting frequent, but brief, updates on one's activities. Twitter is often referred to as a microblogging site because it only allows people to Tweet with 140 characters.
36. **Moblog:** a blog published from a mobile phone or other handheld device.
37. **MySpace:** early social network for children and teenagers, largely replaced by Facebook.
38. **News Feed:** located in someone's Home screen when they first log into their personal Facebook account. Updates of Friends and Pages come up on the news feed. When you post a status update, this is where a user will see it.
39. **Permalink:** (permanent link) static link to an individual blog entry on the Internet.
40. **Photoblog:** photo sharing and publishing in the form of a blog.



41. **Photosharing:** publishing digital photos online, on websites like Flickr or Facebook.
42. **Pinterest:** a social photo sharing website that allows members to “pin” images and organize theme-based image collections.
43. **Profile Page:** the main destination for personal Facebook pages. Someone’s profile page highlights his or her picture, user information, and interests. When you view other profile pages you first see their wall.
44. **Reddit:** social news website that allows users to post links to content on the web. Then, the community shares and comments on stories.
45. **Retweet:** to repost someone else’s Tweet.
46. **Skype:** software application that allows for webconferencing and audiconferencing.
47. **SlideShare:** online slide hosting service that allows users to share presentations and documents as PowerPoints, PDFs, or OpenOffice presentations on social networks like LinkedIn.
48. **Social Bookmarking:** a method for Internet users to share, organize, and manage links to content through tools such as Delicious, StumbleUpon, Digg, Reddit, Facebook, and Twitter.
49. **Social Media Monitoring:** the observation of social media dialogues, for instance, monitoring for specific keywords in relation to your organization.
50. **StumbleUpon:** social bookmarking site that recommends the best of the web to each unique user based on their interests. Users can rate pages to get results more tailored to their interests.
51. **Subject Matter Expert:** (or SME) a person who is an expert on a particular topic. Blogs are often written by subject matter experts.
52. **Tag Cloud:** (word cloud) visual depiction of the word content of a site. Commonly, color and font size are used to differentiate between the frequencies of the words found within the content of the site.



53. **Thread:** a group of messages on the Internet that have a similar subject or theme.
54. **Timeline:** an update to the original Facebook wall that allows you to highlight photos, posts, and life events.
55. **Trackback:** (linkback) notifies a website when someone else has linked or referred to their content, commonly for blog entries.
56. **Tumblr:** micro-blogging platform that allows users to post text, images, video, links, or audio files in addition to text.
57. **Tweet:** 140 character message or update posted on Twitter.
58. **TweetDeck:** desktop application that allows you to manage multiple users and multiple Twitter accounts or feeds.
59. **Twitter Chat:** interactive chat at a specific time on Twitter. Chatters use specific hashtags (see: hashtags) to join in on the conversation and respond to others.
60. **Twitter Handle:** twitter username (@\_\_\_\_\_) up to 14 characters.
61. **Twitter:** microblogging and social networking service that allows users to send 140 character Tweets and read the tweets of others, where users have followers and follow others.
62. **Twitterverse:** term describing the Twitter community.
63. **Vimeo:** video sharing service that allows users to embed, share, store, and comment on videos.
64. **Viral Marketing:** marketing techniques that utilize social networks to get people to tell their friends about it. Advertisements propagate themselves, which is analogous to the spread of a virus.
65. **Vlog:** video blogs
66. **Webinar:** making presentations via Internet (short for web-based seminar).



67. **Wiki:** a website that permits the easy creation and editing of its content and structure by users.
68. **WordPress:** free web software that allows you to create and update a blog or a website.
69. **Yelp:** a social networking, user review, and local search website that allows users to find places to eat, shop, drink, etc., based on reviews.
70. **YouTube:** video-sharing website that allows users to upload, share, and view videos.

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