

Glossary of Terms

Across (sites): Wide range of sites including social media, website for organization or business, the span of the Internet you will reach with your online marketing.

Affirmation: A statement of truth that one aspires to absorb into their life.

Blog: (Web + log) A chronologically ordered series of Website updates, written and organized much like a traditional diary, right down to the informal style of writing that characterizes personal communication.

Brand(ing): Brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. Branding is the act of sharing your brand, and enhancing the consumer's ability to recognize and identify it.

Channels: In marketing, channels are vehicles through which marketing communications can be delivered. Examples are social media, websites, video, and news coverage.

Conscious Mind: One of three levels of awareness (subconscious, conscious, and superconsciousness). Rational awareness that guides our daily decisions. Divides the world into either/or categories, and is problem-oriented.

Content: Information to be shared, as an aspect of content marketing theory (see below).

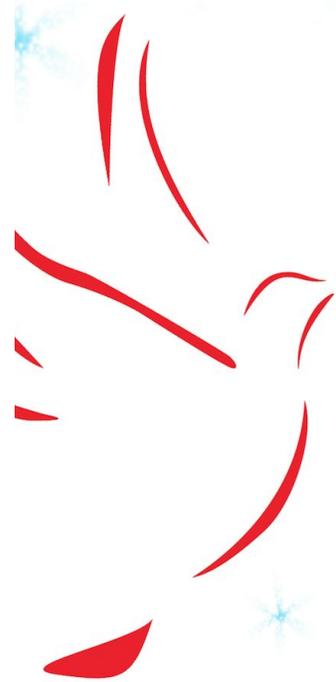
Content Development: Creating or improving content that can be shared.

Content Marketing: Any marketing format that involves the creation and sharing of content in order to become successful.

Core Value: Fundamental beliefs of a person or organization. The core values are the guiding principles that dictate behavior and action.

Envisioning: Process of visualizing possibilities for expansion in the future.

Focus groups: Part of formative research. Small number of people brought together with a moderator to focus on a specific product or topic in order to acquire information helpful to your marketing messaging. Research done via focus groups is aimed at group discussion rather than individual responses to formal questions, and produces data on preferences and beliefs. A focus group may or may not be representative of the general population.



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Formative Research: Marketing research that provides objective information about your marketing strategy's effectiveness. It includes activities such as surveys, framing memos, interviews, and often works with focus groups.

Framework: How you will portray or "frame" your messaging to your audience directly.

Framing Memo: Part of formative research. An objective comparison of the variables found in the marketing framework of other organizations or businesses. Examples of variables include core values, niche, messaging, and imagery.

Imagery: Visually descriptive or figurative language which can be used when writing marketing messages to improve the appeal of your content.

Image content: Photos that capture your core values, messaging, or the feeling you want to give your target audience.

Impact: Your ability to affect the world in a positive way.

Indicator: Measurable variable that can be used to show progress over time in relation to goals you have set.

Keyword Phrase: A keyword is a word or phrase that is used to help index content on Web pages so that search engines such as Google can better connect the search terms people type into the search box with the websites the search engines discover in their results.

Magnetism: A force that operates in the material world, on subtler, spiritual levels. Related to the power of attraction and repulsion. Related to the magnetic fields produced by matter. A strong current (energy flow) generates more magnetism, while a weak current produces little.

Messaging: What is communicated to the public, or more specifically, to your target audience. It includes your slogans, logos, imagery, written website text, brand, core values, and niche.

Niche: The unique gift that your target audience is seeking, within the current market of your field.

Network: A group or system of interconnected people or things. Within the online world, networking is especially relevant to social media sites and to the friends, and businesses you have chosen to connect with. Networking allows their content to appear in your network. (See social network)

Persona: Social role or character, helpful for defining the characteristics or daily life of your target audience.

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Photo Commons: A common area in which photos are shared by individuals who are relinquishing copyright to allow others to use their photos for personal use, online or print.

Post: A unit of content that is shared on a social media site, usually Facebook, within a user's account or a group page (like a post to a Facebook user's "wall").

Search Engine Optimization (SEO): The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

Share: This verb is used in relation to sharing with your online network content that you see and like on your social media or while surfing the web. To post or re-post content on a social media site is to share it. Facebook has a specific share option, which allows you to post someone else's content on your page. On Twitter, this posting is called re-tweeting.

Shareable: How likely content is to be shared, how appealing, useful or helpful it is.

Slogan: A short and striking or memorable phrase used in advertising.

Social Network: The social media sites (i.e., Facebook, Twitter, LinkedIn) where people connect and interact with friends, colleagues, businesses, and organizations. Examples of building a network on social media: "Follow" (Twitter, Pinterest), "Like" (Facebook), +1 (Google +).

Story: The story behind why you started your business or became a leader in your field. Your story describes the events, the people involved, the timeline, and the inspirations and motivations behind your business or form of service.

Subconscious Mind: The lowest level of awareness (one of three levels of consciousness). Every experience, thought, impression resides in the subconscious mind. These contribute to our habits, patterns, and behaviors.

Superconscious Mind: The highest level of awareness (one of three levels of consciousness). Where intuition and heightened mental clarity reside. It is unitive and sees all things as part of a whole, and can readily draw solutions.

Supporter: A person who supports your organization or business' cause or mission because it aligns with his personal values. The term indicates a long-term relationship.

Target Audience: A specific group of people within the target market at which a product or the marketing message of a product is aimed. The audience has a persona (characteristics and qualities relative to their social role) and accompanying lifestyle. A description of a target

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audience includes identification of behaviors that relate to your product or service, schedules, and interests/hobbies.

Variable: A characteristic, number or quantity that increases or decreases over time, or takes different values in different situations.