

The Best Marketing Technology Buzzwords for 2019

Volume 1

*A comprehensive eBook that defines key marketing buzzwords,
and how to use them effectively.*

WILY

Introduction

The right buzzword or “buzz phrase” used at the right time can not only impress your colleagues, clients, and customers by making you sound well educated, but it’s an opportunity to legitimately contribute more effectively in meetings, and in your own work when you actually understand the meaning, and the context of the words you’re using.

Since the advent of digital communications, there continues to be countless buzzwords popping up all over the place. Some, for example, “synergy,” should be retired, while others have shown resilience, and strength year-over-year, which this eBook will cover.

Whether you like it or not, these key terms and phrases have infiltrated the marketing industry, and as marketing continues to lean heavily on digital technology and automation for success, new words to follow these advancements will be sure to follow.

In Volume 1 of this comprehensive book, you will understand the ins-and-outs of the most up-to-date marketing buzzwords, and how marketers can effectively use these terms in the workplace, and in every day use.

Not only will you never misuse a buzzword again, but you’ll have a new appreciation for what these key words offer the marketing industry, and why they are vital for its ongoing growth.

So, go on, and get buzzwording!



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Martech (n.)

01

Also known as 'Marketing Technology,' the term martech is the area of customer relationship management (CRM) concerned with creating, managing, and using digital tools that make it possible for marketers to automate tasks and make data-driven decisions. We can take this a step further and say it is the applications and platforms that allow marketers to engage with their potential customers in the digital space at every stage of the customer journey.

There are multiple facets of marketing technology, such as "adtech," a subset of the much broader term of martech, and is simply technology that helps marketers and agencies manage advertising.

CMO: "In order to enhance the customer journey, we must continue to reassess and consolidate our **martech** stack and channel our long-term vision into "mission critical" solution providers."



XM/Experiential Marketing (n.)

02

XM is an abbreviation for what is known as, “Engagement Marketing,” or “Experiential Marketing.” It includes a diverse set of marketing areas such as event marketing, live marketing, and participation marketing. It is a marketing strategy that directly engages consumers and invites and encourages them to participate in the evolution of a brand or brand experience.

Engagement marketers believe that consumers should be actively involved in the production and co-creation of marketing programs, developing direct relationships with the brand.

Today, experiential marketing relies heavily on digital assets in order to drive such interactions with consumers. Mobile and web applications provide a portal for brands to readily engage with, and activate consumers. By incorporating data-driven insights brands can now drive interactions on a more personal level.

Girl 1: “Hey; how cool was that human carwash that **Vitamin Water** had at the festival this weekend?”

Girl 2: “Omg, super cool. I still have those free vouchers they gave out. I should probably go stock up on Vitamin Water now, haha.”

Girl 1: “Do it! I have to admit; they sure know how to do **experiential marketing** right.”



Activation (n.)

03

Marketing “activation” is part of the marketing process, which typically comes after the planning phase during which managers plan their marketing activities and is followed by a feedback phase in which results are evaluated with marketing analytics.

Depending on the business objective, two types of marketing activation can be used as part of a marketing strategy.

- Brand activation, sometimes called brand engagement which focuses on building a longer term emotional connection between the brand and the customer.
- Activation based on direct-response marketing will focus on generating immediate sales transactions.

A successful marketing activation will allow businesses to increase their profits and reach their strategic goals.

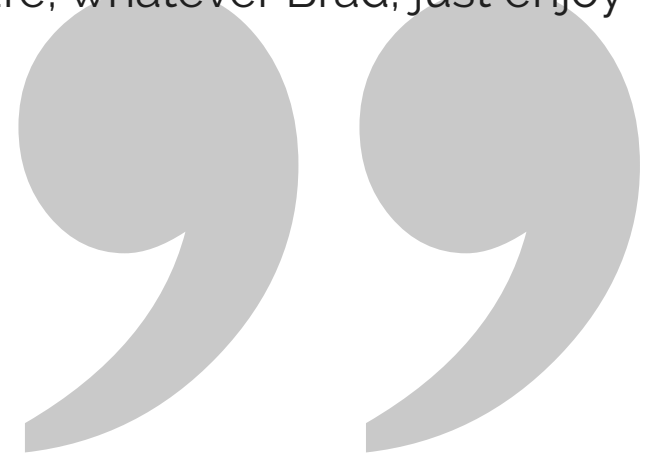
Over the years, marketing activation has become more and more data-driven. This allows marketers to be more precise in their actions, measure results more effectively, and increase returns.

Marketing activation techniques are commonly used in sports marketing, and are often associated with brand sponsorship to boost consumer awareness.

Leaf's fan: “Hey Brad; I went to the Leaf's game yesterday and they gave everyone who downloaded their app 20% off **Sport Chek** apparel, so I bought you this cool shirt.”

Brad: “Oh sweet, thanks! You know that's what marketers call a '**brand activation**'?”

Leaf's fan: “Sure, whatever Brad, just enjoy the shirt.”



Acquire (v.)

04

The ability to “acquire” consumer data has become the new gold standard in marketing practice. Marketers must devise strategies and enlist tactics such as sweepstakes and contests in order to incentivize the collection of data.

Typically, brands and agencies can leverage incentives in the form of prizes, rewards, discounts to entice consumers to provide their personal information. This information is then organized and analyzed for future use. Marketers can then better personalize and target campaigns for certain customer segments using the data acquired.

Data capture forms are one of the most popular methods of collecting this information, which is defined in more detail in Volume 2.

Marketer 1: “We want to **acquire** more data about our Millennial audience, so that we can target our next campaign effectively.”

Marketer 2: “Let’s run a contest, people love those!”

Marketer 1: “Good idea. Meeting adjourned.”



Platform (n.)

05

As described earlier, data is the core of every modern marketing decision today, and for that, it's necessary to have a powerful platform to access, analyze, and act upon your metrics. As the speed of marketing gets faster, your decision-making needs to keep up.

The term “platform,” in marketing, can be defined as a base or an interface which operates online and offline to accomplish a marketing designated task, with the ultimate goal of driving customer engagement. A platform can be anything that enables:

- Social media channels (Facebook, Twitter, LinkedIn etc.)
- Online marketing using email, SMS, voice softwares
- Marketing through blogs, articles, content writing etc. (also known as a CMS or “content marketing system”)
- Google Adwords
- Advertisements in newspaper, on TV, Radio etc.

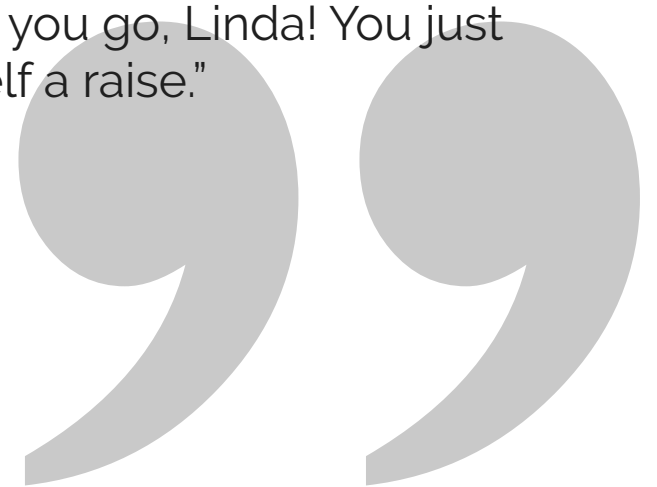
Marketers must choose their interface or marketing platform based on their specific marketing needs.

The marketing platform provider should be a partner to marketing, a company that truly understands what's happening in marketing and that “has marketing's back”. Your marketing platform is not an add-on to sales technology, or a component of an IT solution. It's the core foundation to all aspects of marketing success.

Boss: “Listen Linda; I need you to research the most effective **platform** to promote our latest ad campaign.”

Linda: “Already done! Turns out Instagram has the highest engagement rate for our target audience, and the most cost-effective advertising options.”

Boss: “Look at you go, Linda! You just earned yourself a raise.”



CRM (n.)

06

CRM (customer relationship management) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the **customer lifecycle**, with the goal of improving customer service relationships and assisting in customer retention and driving sales growth.

At the most basic level, CRM software consolidates customer information and documents into a single CRM database so business users can more easily access and manage it.

Over time, many additional functions have been added to CRM systems to make them more useful. Some of these functions include recording various customer interactions over email, phone, social media or other channels; depending on system capabilities, **automating** various workflow automation processes, such as tasks, calendars and alerts; and giving managers the ability to track performance and productivity based on information logged within the system.

VP of Sales: "Were you able to add those leads from the trade show into the **CRM**?"

Marketer: "Yup; and I've set up an assignment rule so sales will contact each lead according to their geographic territory."

VP of Sales: "Great. Thank you! You know we'd be lost without you?"

Marketer: "I know."



Gamification (n.)

07

Gamification is the application of game-design elements and game principles in non-game contexts. It is widely applied in marketing to engage consumers, and in customer retention programs. Gamification techniques leverage people's natural desires for socializing, learning, mastery, competition, achievement, status, and self-expression, or simply their response to the **framing** of a situation as game or play.

Marketers can harness the power of gamification by using **rewards** such as eGift cards and discounts for players who accomplish a desired task. Making the rewards for accomplishing tasks visible to other players or providing leader boards is another way of encouraging players to compete.

By incorporating gamified elements into your digital brand story, it's possible to drive engagement at mass. Marketers can now deploy gamification across web and mobile applications, and social media.

Guy 1: "Sweet, I just won a \$10 gift card for my favorite shoe brand by playing a **mobile trivia game**."

Guy 2: "I love when brands use **gamification** in their marketing, it never fails to get my attention."



Data-driven (adj.)

08

Data-driven is an adjective used to refer to a process or activity that is spurred on by data, as opposed to being driven by mere intuition or personal experience. In other words, the decision is made with hard empirical evidence and not speculation.

Not long ago marketers operated according to their own learned experiences or guesswork. Sophisticated agencies and brands may have enlisted outside research firms, or conducted focus groups to prove market reaction. Although these strategies are still useful, the **Internet of Things** has opened the flood gates to access consumer data without in-person communication.

If data points to sales being down due to brand perception, than specific actions can be taken to reverse that. If data analysis reveals that users of a current generation of mobile device are leaning toward a specific feature, then the next-generation device can make use of that knowledge.

Marketer 1: “After surveying over 1,000 consumers we determined that our latest range of cosmetics did not meet expectations, and that different colors and shades should be added to be more inclusive.”

Marketer 2: “This new information will help us make more **data-driven** decisions, and shape our brand ideology moving forward.”

Marketer 1: “Yea, you know what else it means?”

Marketer 2: “What?”

Marketer 1: “We can take an early lunch.”

Big data (n.)

09

In order to be data-driven, marketers need data to make data-driven decisions, and big data is the remedy. Big data is a broad term used to describe the collection of information from publicly shared comments on social networks and websites, voluntarily gathered from personal electronics and apps, through questionnaires, product purchases, and electronic check-ins. Additionally, the presence of sensors and other inputs in smart devices allows for data to be gathered across a broad spectrum of situations and circumstances.

According to **Forbes**,

“Big data is a journey that every company must take to *close the gap between the data that’s available to them, and the business insights they’re deriving from that data*. This is a definition that business and technology leaders alike can understand and use to better win, serve, and retain customers.”

Big data helps marketers answer relevant business questions that are not obvious such as “Who are my most engaged customers?”

Another very important factor in distinguishing Big Data is storage. For many entities – be they huge industrial tech firms or boutique retailers – the ability to store large amounts of data in the cloud as opposed to storing data in physical servers that require space and maintenance is key to the emergence of Big Data as business reality.

#BigData #IoT

Marketing Intern: “Hey, so what’s so **big** about **big data**?”

Digital Marketer: “Haha! It’s just an easy way to describe the volume of data we have access to. **Big data** lays the foundation for all our marketing decisions; without it we’re basically operating in the dark. You know, so I don’t assign you work that has no real impact on business performance.”

Marketing Intern: “Oh, so I should be thanking **big data** for all this work I have to do?”

Digital Marketer: “And for your job...”

Marketing Intern: “Ha! I’ll just go back to my desk now, thanks!”

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Personalization (n.)

10

Personalization, or “personalized marketing” (one-to-one marketing) is a strategy where companies deliver individualized content to recipients through data collection, analysis, and the use of automation technology.

The purpose of personalization is to connect with consumers by communicating with them as individuals, rather than en masse.

There is a growing demand by consumers for personalization, and therefore the need to collect and deconstruct data to better offer more relevant content and experiences. In many cases, consumers are willing to exchange personal data for discounts and rewards.

The benefits of personalization are vast, and include: an improved customer experience, increased ROI, and deepened brand loyalty. Artificial intelligence is a driving force behind the success and implementation of personalization, which is defined in Volume 2.

Guy 1: “Hey, I saw this ad on Instagram today saying there was a Black Friday sale on electronics at Best Buy.”

Girl 1: “I got one too but mine was for appliances, which is crazy because my washing machine JUST broke the other day.”

Guy 1: “Creepy? Or is Best Buy just really good at **personalization**? Either way...I’m probably going to go buy a drone now.”



DMP (n.)

11

DMP or a “Data Management Platform” is a unifying platform to collect, organize and activate **first-, second- and third-party audience data** from any source, including online, offline, mobile, and beyond. It is the backbone of data-driven marketing and allows professionals and businesses to gain unique insights into their customers.

While big data is instrumental to effectively deliver data-driven marketing campaigns, you can’t do much with the raw information. You need it sorted and converted into a usable format, at least so you can understand what you’re looking at. This is the power of a DMP.

A DMP can collect unstructured audience data from any source, including desktop, mobile web, mobile app, web analytic tools, CRM, point of sale, social, online video, offline and **even TV**. A true DMP should collect audience data on more than a surface level, going far beyond things like URL and keyword information.

Once the first-party data is collected, it is organized into a series of segments called a “hierarchy”, which can change based on each end user’s business models. A large publisher network may have their hierarchy divided up into different buckets based on each of the individual websites they own. An agency can have separate accounts for each of their advertiser clients. Marketers could manage different brands’ data separately, while also having an overall holistic view of the data at the top level. All of this data, once categorized, can be used to better understand who your best customers are, what content they interact with, and how best to reach them effectively.

#DMP #DataManagement #DataManagementPortal

Client: “So, how do we know that you can effectively manage and reach our target customers?”

Advertising Exec: “We use a **DMP** in our organization as part of our “Ad Tech” stack, which helps us to effectively segment and retarget ads to relevant consumers.”

Client: “Sounds fancy.”

Advertising Exec: “It is.”



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Digital (adj.)

12

Digital or in this instance, “digital marketing” is the **marketing** of products or services using digital technologies, mainly on the **Internet**, but also including mobile phones, **display advertising**, and any other digital medium.

The advent of digital marketing is nearly 30 years old, however, widespread adoption has only been truly realized more recently. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as **search engine optimization** (SEO), **search engine marketing** (SEM), content marketing, **influencer marketing**, **data-driven marketing**, **e-commerce** marketing, **social media marketing**, **e-mail direct marketing**, are becoming more common in our advancing technology. Digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (**SMS** and **MMS**). This extension to non-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online.

Business Owner: “How do I attract new customers to my business? I hear people use the Internet for that these days...”

Consultant: “You might want to hire someone with **digital** marketing experience to help you with that. They can develop the relevant content for your business, and use **digital** channels to promote and grow your audience.”

Business Owner: “Interesting...sounds like something I should have done 5 years ago.”

Incentivization (n.)

13

Incentivization relates to “incentive-based” or “rewards-based” marketing, which is the use of motivational tactics such as competitions, games, premiums, special pricing, to promote a specific product or service while enticing consumers to provide their data in return for something of value.

Many consumers are willing to share information for the chance to receive an incentive. With digital items like eGift cards, coupons, downloads or e-books, brands can minimize their spend by not having to ship physical rewards. Additionally, they can provide consumers with instant gratification and an immediate reward. Plus, instant rewards make it quick and easy to drive data capture.

Rewards-based marketing is a valuable tool for any marketer looking to gain measurable exposure at an affordable cost than other traditional marketing efforts. The potential for incentive-based marketing is great. By continually tapping into the desire for free stuff, brands can boost their visibility without breaking their advertising budgets.

New Marketing Hire: “This is so hard! I’m trying to come up with a way to quickly create a low-cost campaign that is shareable and broadens our reach online.”

Office Manager: “Now that you mention it, I overheard someone in the creative department talk about leveraging **incentivization** in our marketing. They said it could drive millions of impressions and increase engagement and overall brand affinity. All you have to do is offer instant digital rewards for those who participate in the campaign, and I’m pretty sure he said our **vendor can get it up and running in under 10-days.**”

New Marketing Hire: *stunned* “Ok, if anyone asks, this was totally my idea.”

Engagement Mechanics (n.)

14

Engagement mechanics employ the use of gamified design elements in order to emotionally connect with consumers on their digital devices -- smartphones, tablets, PCs. **WILY's SPRY platform** enables brands and agencies to deploy programs on any device with front-end engagement mechanics such as: flicking, tapping, swiping, shaking, texting, watching, photographing, etc. Essentially, anything you can do on a smartphone can be turned into an engagement mechanic.

In many cases engagement mechanics are used to access incentives, rewards, instant prizes, or points which participants compete with.

Engagement mechanics incorporate gamification and digital experiences to tell brand stories, while captivating consumers and driving them to action. Each mechanic can be developed, reskinned, and reused to suit any budget and brand initiative. Therefore, each engagement mechanic appears unique to a specific brand story.

[Click here](#) to watch how brands leverage engagement mechanics in the digital environment.

Account Manager: "We need to increase [client name]'s customer engagement and drive more sales at their retail locations."

Martech Company: "Have you considered incentivizing purchase and including an **engagement mechanic**?"

Account Manager: "Maybe. Can you explain in more detail?"

Martech Company: "**Engagement mechanics** complement any incentive program by captivating consumers with a digital experience. Once they go through the experience, they will then be directed to a retail location to claim their discount."

Account Manager: "Oh, tell me more, wise marketing buddha."

SMS (n.)

15

SMS marketing (short message service), or as it's more commonly known as, text messaging, is a marketing channel, much like email marketing, that enables businesses to send messages to customers and invite customers to communicate with the brand via text.

These marketing messages can vary from promotional messages, product launches, new lines, sales, offers and more. Popular modern day SMS campaigns, see brand to sending participating customers a text message that contains a hyperlink that leads them to a more engaging digital experience once clicked.

As the popularity of smartphones grows, so does the need to communicate through mobile. The beauty of SMS marketing is its engagement rate. 98% of all text messages get read and 95% of all texts are read within 3 minutes. This trackable instant communication is unlike any other marketing channel.

Some ways businesses are using SMS marketing include:

- A new product or service
- Sale or offers
- Notifications
- Delivery updates

Marketing Manager: "Have we decided how we're going to promote our Boxing Day blowout sale?"

Digital Marketer: "Yes. We've determined the best way to engage our audience is to send out an **SMS** blast to our existing customers and subscribers. This will complement our annual Boxing Day e-mail and flyer promotions."



Integrated Marketing (adj.)

16

There was a time when certain channels were more important than others to deliver brand messages. However, with consumers being in more control of the messages they allow into their lives, Integrated Marketing challenges that idea as brands and agencies realize that every channel is important to campaign success.

More specifically, “Integrated Marketing” is an approach to creating a unified and seamless experience for consumers to interact with a brand; it melds all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that they all work together as a unified force.

It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.

Brand Manager: “We need to hire an **integrated marketing** manager to ensure that all our marketing is rooted in one consistent message both online and offline. As our consumer base continues to grow through eCommerce, it's important for our website, and online entities, to mimic our physical locations and visa versa.”



Optimization (n.)

17

“Optimization” or “Marketing Optimization” is a broad term used to describe the process of improving the marketing efforts of an organization in an effort to maximize the desired business outcomes. For example, a digital marketer’s idea of “optimization” is to increase website visibility and the percentage of conversions for any given online entity. Digital marketers are tasked with creating experiences that are easy for prospects and consumers to interact with that eventually result in a new lead, or sale.

Optimization occurs in the marketing process as businesses are able to collect and analyze the results of their existing process. Marketing successfully in the digital age relies on data and technology. Technology is used to gather the data, and the data is consumed by more technology to automate and optimize every phase of the digital marketing lifecycle. It is a never-ending process that can happen frequently.

Marketing optimization is performed on each individual marketing tactic employed, as well as optimizing the fit of those tactics into the marketing strategy as a whole.

Senior Marketer: “Our metrics show that ecommerce cart abandonment has increased by 5% this quarter. Web **optimization** is absolutely critical to driving sales. We must understand what is happening in the customer journey to increase abandonment.”

Jr. Marketer: “It might have something to do with the broken “Continue Shopping” link I mentioned in our last meeting...”

Sr. Marketer: *ignores* “Let’s have the juniors conduct a QA test to see if they can figure out what’s going wrong.”

Jr. Marketer: *sighs* “Of course, will do.”

Omni-channel (adj.)

18

Omni-channel refers to a significant shift in business development: marketers now need to provide a seamless experience, regardless of channel or device. Consumers can now engage with a company in a physical store, online or on a mobile app, through a catalog, or through social media. They can access products and services by calling a company on the phone, by using an app on their mobile smartphone, or with a tablet, a laptop, or a desktop computer. Each piece of the consumer's experience should be consistent and complementary.

Organizations must employ omni-channel marketing methods and strategies in order to meet customers where they are. Consumers **expect** more personalized communication with companies through the various channels and devices they use, and companies that do not keep up with the shift are losing ground to their competitors that do.

So what does that seamless omni-channel experience actually look like? In the words of John Bowden, Senior VP of Customer Care at Time Warner Cable:

"Multi-channel is an operational view – how you allow the customer to complete transactions in each channel. Omni-channel, however, is viewing the experience through the eyes of your customer, orchestrating the customer experience across all channels so that it is seamless, integrated, and consistent. Omni-channel anticipates that customers may start in one channel and move to another as they progress to a resolution. Making these complex 'hand-offs' between channels must be fluid for the customer. Simply put, omni-channel is multi-channel done right!"

#Omnichannel #CustomerExperience #CustExp #CX

CMO: "Is our latest promotion responsive across all devices?"

Marketing Manager: "Yes; no matter what device a consumer goes to our website on, they will receive a pop-up that offers them 10% off if they subscribe to our newsletter."

CMO: "Great. We need to ensure all our promotions are consistent with an **omni-channel** user experience."



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Snackable Content (adj.)

19

“Snackable” or “bite-sized” content is a key element to any modern marketer’s strategy. As **attention spans decrease**, consuming media in bite-sized pieces becomes more favorable.

Digital snackable content is most valuable when geared towards the web and mobile consumer. This is the consumer who wants something easy to access, easy to understand, and easy to engage with. That means marketers should be feeding their audience content that is attention-grabbing, visual, and emotional.

Videos are perfect examples of snackable content. They’re easily viewable on any device (desktop or mobile), and motivates consumers to share if there’s an element of surprise (stop-motion, surprise ending).

In some cases, consumers are already doing the work for you. Social media users are creating their own snackable content by pinning on Pinterest, re-blogging on Tumblr, liking anything on Facebook and Instagram, tweeting and re-tweeting on Twitter, filming Vines, and sending Snapchats.

Snackable content can also be curated content. If customers post Instagram picture or videos of their purchases, marketers can simply regram them. User-generated content is a simple and effective way to get authentic bite-sized pieces of content.

Social Media Manager: “For our latest campaign we have created a series of 15-second **snackable** videos that feature an online influencer wearing our latest product range. The videos will be promoted across Instagram, Twitter, Snapchat, and Facebook, and cross-promoted by our influencer.”



Retargeting (n.)

20

“Retargeting” or “remarketing” is a term digital marketers have adopted for many years. Behavioral retargeting (also known as behavioral remarketing, or simply, retargeting) is a form of online **targeted advertising** by which **online advertising** is targeted to consumers based on their previous Internet actions. Retargeting tags online users by including a **pixel** within the target webpage or email, which sets a **cookie** in the user’s browser. Once the cookie is set, the advertiser is able to show display ads to that user elsewhere on the internet via an **ad exchange**.

Retargeting ad campaigns usually run on lower cost media, such as **display ads**, which not only increases effectiveness by specifically targeting an interested audience, but also improves the overall **ROI** of the advertiser.[citation needed] A common use-case of retargeting is situations where a website visitor’s actions did not result in a sale or **conversion**.^[3]

Retargeting providers employ a variety of pricing models to charge advertisers for the ads viewed by consumers. Three prominent models include:

- CPM (Cost per mille or cost per thousand)
- CPC (cost per click)
- CPA (cost per action)

Sales Manager: “I’ve seen a few new leads come in for that campaign we ran a few weeks ago, but I noticed there’s a discount code associated with some of the sales. What’s that all about?”

Marketing Manager: “I’ve set up a **retargeting** campaign; so anyone who engaged with that promotion and abandoned the page, will see ads on Facebook and Instagram with a discount code.”

Sales Manager: “Okay great. You’ll never hear me complain about more sales.”

Real-time (n.)

21

Real-time marketing is marketing performed “on-the-fly” to determine an appropriate or optimal approach to a particular customer at a particular time and place.

It is a form of inbound marketing that seeks to provide the most appropriate offer for a given customer sales opportunity, reversing the traditional outbound marketing (or interruption marketing) which aims to acquire appropriate customers for a given ‘pre-defined’ offer.

The dynamic ‘just-in-time’ decision making behind a real-time offer aims to exploit a given customer interaction defined by web-site clicks or verbal contact centre conversation.

Digital Marketing Manager: “For our latest sports sponsorship, we have deployed a **real-time** promotion for mobile ticket holders. When fans get their QR encoded ticket scanned at a sports venue, they will instantly receive a push notification for a Buy 1 Get 1 Free coupon to use during any regular season game.”

Brand Manager: “This will help drive on-site sales, increase brand awareness, and also generate excitement and brand affinity.”



UGC (n.)

22

“UGC” or “user-generated content” or alternatively “user-created content,” is any form of content, such as images, videos, text and audio, that has been created by unpaid contributors, or “fans”. User-generated content is typically distributed online, and is the act of promoting a brand by users, rather than the brand itself a specific brand.

User-generated content can be created with or without a brand's approval. However, in many cases, a brand may encourage content creation by running a contest to generate user-generated submissions (note: if you're asking your consumers to do more — spend more time and energy on your brand — then you need to reward them accordingly by making it worth their while).

User-generated content creates authenticity, trust, and community to create a more customer-centric message. It is also extremely cost-effective, since the audience creates the content instead of the marketer.

Consumers are considerably less passive than they used to be when it comes to advertising. They're now more active in the decisions they make, who they **social listen** to, and who they choose to buy from and engage with.

Add that to the fact that consumers are actively choosing to bypass ads (take pay-to-play streaming platforms like Netflix and the rise of ad blockers) and are **more likely to click through to a site if they see a friend recommend it** and UGC is a tactic marketers must learn to harness effectively.

Brand: “How can we drum up consumer engagement and excitement around our latest product launch?”

Agency: “**User-generated content** is a great way for your brand to increase your audience engagement and spread the word about this latest announcement.”

Brand: “How do you suggest we go about that?”

Agency: “By incorporating a contest and incentivizing your consumers, you have a better chance of encouraging participation. Let's say you give away \$1000 to the best photo displaying your new product in the picture. It will not only drive sales but also **user-generated content**.”

Brand: “And that's why we pay you the big bucks.”

Hyperlocal (adj.)

23

Hyperlocal marketing is the process of targeting prospective customers in a highly specific, geographically restricted area, sometimes just a few blocks or streets, often with the intention of targeting people conducting “near me” searches on their mobile device.

Hyperlocal marketing’s primary purpose is to **drive foot traffic to physical locations** and capitalize on near-me searches, which have **strong commercial intent**. In fact, many users now expect Google to automatically take their location into account when serving results.

It’s possible for marketers to take advantage of hyperlocal ads using Google, as well as a number of social media platforms, including Facebook, Instagram, Snapchat, and Twitter. Beacons also present an opportunity for marketers to deliver hyperlocal ads to mobile devices from within a certain radius described in “Geofencing” (#26).

By combining audience segmentation and radius targeting parameters, it’s possible for marketers to reach new customers with their products and services.

Business Owner: “We get approximately 5,000 people walk-by our business each day, but only serve 2% of them. How do we improve our visibility from nearby foot traffic?”

Digital Marketer: “We can try **hyperlocal marketing** and serve up social ads with your daily deals to those within a specific range of your location. We can also send out a push notification to those with specific apps downloaded with a special discount code.”

Business Owner: “That sounds promising, let’s give it a go.”

Contextual (adj.)

24

Contextual marketing is an online marketing model in which people are served with targeted advertising based on terms they search for or their recent browsing behavior. By tying the ads users see to their demonstrated interests, advertisers hope to decrease user annoyance with online marketing and, simultaneously, increase clickthrough and conversion rates.

Google's AdSense program, for example, is a straightforward version of contextual marketing, in which ads are displayed based on the terms that the user searches for.

In more sophisticated applications, contextual marketing can use an approach called behavioral targeting to serve relevant advertising. For example: The user searches for mid-size car reviews, reads one or two reviews and then reads an article about fuel-efficient models. Next, the user might visit a general news site and be shown ads for hybrid vehicles and biofuels.

To the user, the appearance of ads relevant to his interests – on seemingly unrelated sites – may seem like pure coincidence, or even **synchronicity**. In fact, however, each time the user performs a search, reads an article or clicks on an ad, a **cookie** stored on the computer tracks the activity – explained in retargeting – which is used to create a behavioral profile of the consumer for marketing purposes.

Digital Marketer 1: “We’ve discovered that a number of our leads are coming through specific search terms that land them on a relevant blog post.”

Digital Marketer 2: “We should try using those search terms in a **contextual** ad campaign. We can serve an ad up every time someone searches those terms and see if that increases our traffic and conversion rates.”



Attribution (n.)

25

In **marketing**, attribution is the identification of a set of user actions (“events” or “touchpoints”) that contribute in some manner to a desired outcome, and then the assignment of a value to each of these events. Marketing attribution provides a level of understanding of what combination of events in what particular order influence individuals to engage in a desired behavior, typically referred to as a conversion.

The purpose of marketing attribution is to quantify the influence each advertising impression has on a consumer’s decision to make a **purchase decision**, or convert. Visibility into what influences the audience, when and to what extent, allows marketers to optimize media spend for conversions and compare the value of different **marketing channels**, including paid and organic search, **email**, affiliate marketing, display ads, **social media** and more.

Understanding the entire conversion path across the whole **marketing mix** diminishes the accuracy challenge of analyzing data from siloed channels. Typically, attribution data is used by marketers to plan future ad campaigns and inform the performance of previous campaigns by analyzing which media placements (ads) were the most cost-effective and influential as determined by metrics such as return on ad spend (ROAS) or cost per lead (CPL).

There are a number of different types of attribution. Interactive attributions refers to the measurement of digital channels only, while cross-channel attribution refers to the measurement of both online and offline channels.

#Attribution #Conversion #Touchpoints

Digital Marketing Manager: “We’ve added a marketing **attribution** score of 10 to those who engage with our latest banner ads, in an effort to gauge whether or not they are influencing a purchase decision. This allows us to not only see the original source of our leads, but a multi-view of each touchpoint a prospect engaged with until they converted.”



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Geofencing (n.)

26

Geofencing is a location-based digital marketing tool that allows you to create virtual boundaries (the “fencing”) in order to delineate a real-life physical area (the “geo”).

The marketing element comes in when people break the virtual barrier and enter into the specified area. Once the boundary is crossed, the geofenced campaign is triggered and targeted messaging is delivered.

For example, shoppers that arrive at a mall can be targeted with ads by stores located in that mall simply because of their geographic location.

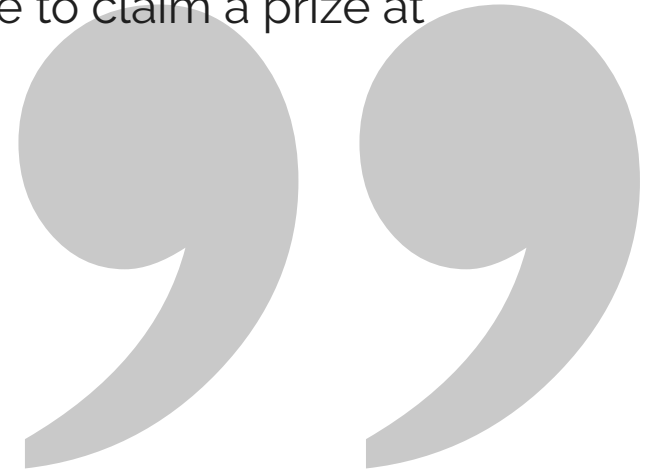
For a geofenced campaign to be successful, it’s necessary for the consumer to both allow you access their GPS information (geolocation turned on) and to opt-in to receive messages from you (notifications turned on, etc.).

Some core approaches being used by marketers today include:

- **Brand App Engagement:** Consumers who have down loaded an app are promoted via push notification when they enter a geofenced area.
- **Text Engagement:** Consumers who opt-in for text message updates will receive a text when they they’ve crossed a geofenced area.
- **Third-Party App Engagement:** Brands can leverage third-party apps such as Bloomingdales or Sephora to promote a specific discount using geofenced notifications.
- **Social Media Ads:** An ad will appear on a specific social media platform once the consumer enters the geofenced area.
- **Web Ads:** Ads will appear in a geofenced area when a search is completed on the web – most commonly seen on Google using Ads.

Event Sponsor: “How are you planning on driving traffic to our booth?”

Event Coordinator: “By using beacons, we have set up a **geofencing** campaign that delivers push notifications to all those who have our event app on their phone. Once they have entered the venue, they will receive a welcome message and an activation code to claim a prize at your booth.”



Virtual Reality (n.)

27

Virtual reality is an artificial environment that is created with software and presented to the user in such a way that the user suspends belief and accepts it as a real environment. On a computer, virtual reality is primarily experienced through two of the five senses: sight and sound.

Virtual reality can be divided into:

- The simulation of a real environment for training and education.
- The development of an imagined environment for a game or interactive story.

For example, IKEA released an interactive **VR kitchen experience** that allows customers to virtually remodel their kitchen. They can view it from an adult or child's height, and users can interact with the new kitchen as if they were standing in it. It's also possible to change the colors and styles in the kitchen so that customers can see exactly what their remodel will look like before they buy. (To add in even more customer delight, IKEA added a fun feature that lets you **fling their infamous meatballs** all over the place.)

CMO: "How are we helping mitigate the holiday frenzy in-store to provide a better customer experience, and increase sales?"

Brand Manager: "To improve our holiday experience, we've installed 2 **virtual reality** kiosks at our 10 most high volume stores in North America. This digital experience allows consumers to shop and load their carts, and even design how they would like certain items wrapped. They can then submit their order, and come pick up their package, and beat the line, while they continue shopping."

CMO: "If this works, I think you might be looking at a hefty Christmas bonus."

Crowdsourcing (v.)

28

“Crowdsourcing” is most frequently discussed in relation to fundraising campaigns designed to raise funds for a specific cause. However, “crowdsourcing” or “crowdsourced content” can take on a different meaning in marketing.

It is still the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and an online community.

Marketers can crowdsource feedback using polls and surveys and then use that information to create an informative piece of content, or help direct their future strategy.

Spotify uses crowdsourcing by collecting and analyzing the data on their platform, and churning out creative advertisements about how consumers are streaming music.

“Powering Your Home” was Phase II of the GE ecomagination Challenge, a \$200 million innovation experiment where businesses, entrepreneurs, innovators and students shared their best ideas with an open invitation for innovative ideas about capturing, managing, and using energy in the home.

Over 70,000 people visited to submit close to 800 ideas and leave over 10,000 comments.

Crowdsourcing drives engagement and community for brands, and is basically your modern-day “focus group”.

Brand Marketer: “We have been struggling to pull the trigger on what colours we should include in our next product launch. We’ve decided to **crowdsource** content from our online community by polling them across different channels to see what colours they like the most.”



#Crowdsource #Crowdsourcing #Polls #Surveys

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Conversational Commerce (v.)

29

Conversational commerce is a term coined by Uber's Chris Messina in a 2015 piece published on *Medium*. It refers to the intersection of messaging apps and shopping. Meaning, the trend toward interacting with businesses through messaging and chat apps like Facebook Messenger, WhatsApp, Talk, and WeChat. Or through voice technology, like Amazon's Echo product, which interfaces with companies through voice commands.

Consumers can chat with company representatives, get customer support, ask questions, get personalized recommendations, read reviews, and click to purchase all from within messaging apps. With conversational commerce, the consumer engages in this interaction with a human representative, chatbot, or a mix of both.

Companies can leverage chatbots to drive consumers to action. Companies can send order confirmations in Facebook Messenger, as well as shipping and delivery notifications. Additionally, using chatbots, businesses can resolve customer service issues, provide recommendations, create wishlists, and interact with buyers in real-time.

Digital Marketing Manager:

"Conversational commerce has driven our sales up by 180% this quarter."

VP of Sales:

"How is this possible. Our sales team has done less calls this quarter than last."

Digital Marketing Manager:

"By deploying chatbots on our website and Facebook page, consumers are now able to ask questions, and make purchases without the aid of a live customer service agent or sales rep."

VP of Sales: "I don't even...Okay, well just keep doing what you're doing, as long as I still have a job at the end of the day."

Data Capture (n.)

30

Data capture is the process of collecting and acquiring consumer data. In marketing, this typically involves an online form that collects the personal information of a consumer and sends it to the CRM and/or marketing automation platform.

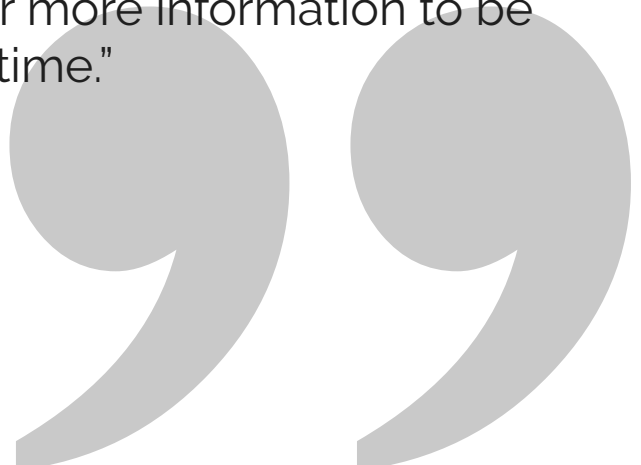
A good data capture strategy delivers high quality customer data, and allows marketers to better understand their customers and enhance their relationship with them.

It is important for marketers to identify the information they require to meet their objectives. To collect data for the sake of it may seem useful, however, it's important for them to understand what data is important to drive more sales.

Incentivizing data capture is a good way to get consumers to give up their data more readily. We explore this further in Part 2, but it's good to know that incentives will depend on your audience, and don't have to be costly to your business.

Additionally, it's important to make it easy for customers to give you their data. The number of website visitors who provide their information will be greatly affected by the usability of the site. Ease of navigation, a logical flow to the call to action, and the simplicity of the data capture form will ensure you maximise the number of people who register their information.

Digital Marketer: “Our **data capture** forms include specific fields such as name, e-mail, company, and location, to build a comprehensive view of the prospect. However, we build upon this the more a prospect interacts with our brand. This prevents a potential customer from abandoning a lengthy form, and instead offers them more content in exchange for more information to be collected overtime.”

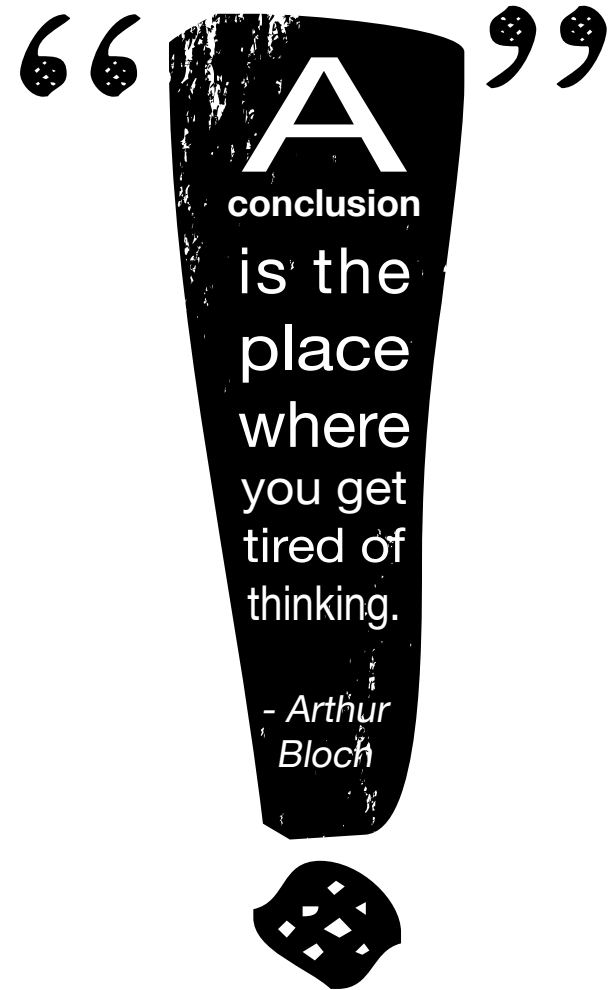


Conclusion

Woohoo; you made it to the end! Is your brain hurting yet? We know that was a lot of information to get through, that's why we've broken this eBook into two separate volumes.

Volume 2 includes another 30 buzzwords that will give you a better understanding of the current marketing landscape, and how these words are helping define the industry.

Since you have downloaded the first part of this eBook, you'll get the second part sent directly to your inbox!



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