



COMMUNICATIONS 101: COMMON MARKETING LINGO

MARKETING JARGON GOT YOU BAFFLED?

Use this introductory glossary of terms and their definitions to help you navigate your marketing campaigns.

AD COPY: All printed text in an advertisement.

AD IMPRESSIONS: The number of times an advertisement is seen by audiences.

CLICK THROUGH: The action of clicking on a digital ad or a button in an email, which results in being redirected to the web page to which the ad or button is hyperlinked.

CLICK THROUGH RATE (CTR): The measure of how often people click through on your ad or email, calculated by dividing the total number of clicks by the total number of impressions, then multiplying by 100 to derive the percentage.

COST PER CLICK (CPC): An online payment model used to charge advertisers for each click through on a digital ad.

COST PER THOUSAND (CPM): An online payment model which charges advertisers for every 1,000 impressions their digital ad receives.

CALL TO ACTION (CTA): A marketing message that directs visitors to a specific action such as visiting a website or calling a phone number.

DEMOGRAPHICS: Information regarding the size and characteristics of a particular population of interest such as age, gender, income, education, etc.

ENGAGEMENT RATE: A measure of interaction (likes, shares, or comments) relative to audience size.

GEOTARGETING: Showing ads or content based on the physical location of the user's internet access.

INFLUENCER MARKETING: Collaborating with individuals who have a strong online following to promote products or services.

LANDING PAGE: The page on a website where one is taken after clicking on a digital ad or an email button.



MARKETING CAMPAIGN: A specific series of strategies, tactics, and activities designed to get desired marketing messages to intended target markets. A marketing plan should be researched and developed to include an outline of what goals the campaign is to achieve, how to accomplish those goals, and how to measure the success of the campaign in achieving those goals.

MEDIA KIT: Information offered to potential advertisers by publishers to help the advertisers understand the publisher's rates, visitor demographics, terms, etc.

OUT-OF-HOME (OOH): Advertising that reaches the consumers while they are outside their homes and would include advertisements placed on billboards, buses, shopping area directories, etc.

ORGANIC SOCIAL MEDIA: Any free content—such as posts, stories, photos, or videos—that brands or users share on their social channels without paying for promotion.

PAY PER CLICK: An online payment model where advertisers pay for each click through on their ad.

PAY PER IMPRESSION: Online payment model where advertisers pay for every 1,000 impressions of their ad.

PUBLIC SERVICE ANNOUNCEMENT (PSA): Announcement on television or radio serving the public interest.

REACH: The total number of people or households exposed to an advertisement during a specified time. Reach measures the true extent of audience exposure to a medium and is usually expressed as a percentage of the total market.

ROI: Return on Investment is the process used to determine if the benefits of an ad campaign are above or below the amount of money spent.

SPECS: The detailed technical requirements for creating and submitting advertisements. They outline rules like dimensions, file formats, file sizes, resolutions, and play lengths. Following them ensures display correctly.

TARGET AUDIENCE: A specific audience or demographic group for which an advertising message is designed.

WCAG: Web Content Accessibility Guidelines—standards for making web content accessible to people with disabilities.

This content was originally published by Rutgers University. For more definitions, visit the full glossary at communications.rutgers.edu/brand-policies/advertising/glossary-marketing-terms.