

# SMM Acronyms

SMM = Social Media Marketing



☐ KPI

☐ Key performance Indicator. A Value used to measure the success Of marketing campaigns and projects against business goals.

☐ Performance indicators include all data and analytics measurements such as engagement rate, click through rate, etc.

☐ ROI

☐ Return On Investment: A formula used to calculate the profitability and efficiency Of a marketing investment (monetary or time-spent).

☐  $ROI = (Value\ of\ Investment - Cost\ of\ Investment) / Cost\ of\ Investment$

☐ CTR

☐ Click-through Rate: A formula used to determine how people click on Cl specific link out of the total number of people who view a at marketing content page. blog post, email. etc.).

☐  $CTR = (\#\ of\ clicks / \#\ of\ Impressions) * 100\%$

☐ CTA

☐ Call To Action: Word, phrase, or image designed to provoke o specific act or response from your audience.

☐ PPC

☐ Pay per Click: A digital advertising payment method in which you pay a certain amount each time someone clicks on your ad. Also referred to as CPC (Cost Per Click).

☐ There are Other payment methods including CPL (Cost per Lead), CPA (Cost per Acquisition), etc.

☐ SEO

☐ Search Engine Optimization: General practices marketers follow when creating content & setting up their website, in order to improve search results and, ultimately, increase organic website traffic.

☐ UGC

☐ User Generated Content: A form of advertising/publicity in which an unpaid consumer creates and/or shares content referencing your business or brand.

**Make and Share Free Checklists**  
[checkli.com](https://checkli.com)