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.

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