

Social Supply Company Vocabulary List

Activation (noun): initiative, campaign, or event

“We should do an activation for this new brand so more people can hear about them.”

Ad (noun): text; type of paid promotion and growth; doesn't go into brand's feed; can single out specific targeted audience

“We put an ad out for our sneakers, and it's targeted towards people aged 12-18, so it should do well since the majority of our past customers are teenagers.”

Affiliate (noun): most commonly influencer or other brand; uses ad with affiliate link to connect their audience with retailer

“I'm an influencer with a large following and an affiliate for Nike.”

Affiliate Link (noun): link with a tracking code attached; can be used to track traffic to specific site or commission for influencers; part of performance-based marketing

“If the customer clicks the affiliate link for the product, the influencer that provided the link will get 10 percent commission on the item purchased.”

Affiliate Program (noun): automated electronic program that involves a retailer and influencers; affiliates can share advertisements to their audiences and use affiliate links to bring back to retailer

“I was contacted about joining their affiliate program and said yes, so I got an affiliate link that I put in my bio.”

Analysis (noun): breakdown and detailed insight on the progress of a brand on multiple social media platforms; monthly intervals; sent to client for further review on brand and calculation of next steps

“In the April analysis report for a brand, their engagement was up 30 percent from March.”

Boost (verb): to promote a pre-existing post on a social media platform by paying for it to be viewed by a certain audience or demographic

“I think we should boost the post so it gets more engagement.”

Brand Awareness (noun): sharing the brand and their message, voice, and tone with a population outside of their pre-existing audience; brands can spark awareness but might not have tangible profit

“This post increased brand awareness towards the younger audience since it was boosted.”

Call To Action (noun): anything presented by brand that allows for action to be taken by the brand's audience; caption that asks question or starts conversation, campaign or giveaway, etc

"I put a question in the caption as a call to action, so hopefully we will get a lot of engagement."

Content (noun): tangible piece created and presented to the brand's audience; photo, video, etc

"We now have content for the next week after the Creative Director took some photos of the product."

Conversion (noun): a purchase or other final action by customer to use the product or service of brand

"The brand got a lot of conversions and their product actually sold out."

Copy (noun): any writing that is done for brand; caption, email, etc (NOT any email sent out, but for email campaign); used for brand or campaign

"I finished the caption copy for my client and sent it to them to get approval."

CPC (noun): cost per click; price paid per click for marketing campaign or ad

"I think the budget should be about 30 cents for the CPC."

CPM (noun): cost per mille; how much a brand pays for 1000 impressions of their ad

"The CPM went up from 1 dollar to 3 dollars, so we might want to find a way to get it back down."

Dollar Eighty Method (noun): marketing and outreach method created by Gary Vaynerchuk; leave your two cents on the top 9 Instagram posts for 10 hashtags that correlate with the specific brand in focus (adds up to \$1.80); goal is to increase brand awareness, gain followers, and grow engagement

"We should start the dollar eighty method on this brand so they can start gaining followers."

Engagement (noun): amount of people who interacted with post

"Our engagement went up this month when there was a giveaway post."

Full-Funnel Marketing (noun): specific marketing infrastructure used by Social Supply Co; upper, mid, and lower funnel structure; upper funnel is focused on brand awareness and primary action of brand; mid-funnel is focused on informing a targeted audience on the brand's product and drawing consumers in; lower funnel is focused on the final action of the consumer and a following analysis of brand to further generate success and growth

"We use full-funnel marketing which has been really successful for the brands we have worked with, as it draws in their target audience and increases engagement and product purchase, among other things."

Giveaway (noun): event where a brand, a partnership of two brands, or one or more influencers partnering with a brand gives away one or more items to one or more winners; certain requirements must be met to possibly win; goal for brand is traffic to site, purchases of product, and brand awareness; goal for influencer is affiliate commission and account awareness

“We are thinking of doing a giveaway with a lifestyle blogger, and would include a hat, sunglasses, and a necklace in it.”

Influencer (noun): an individual with large following on social media platform(s); influences audience and therefore can get sponsorships or become part of affiliate or ambassador program

“We should send that influencer some product so they can post it and share it with their audience.”

Jump In (verb): to assist or join in on a task someone else in the office is currently doing (i.e. analytics, meeting, etc)

“If you need any help with the analytics for this month, just let me know and I can jump in anytime on it.”

Margins (noun): the difference between the price that a product is sold at and the price that a product is bought at

“Did we meet the margins this month, or are we just breaking even?”

Organic (adj): growth without outside force or effort; no money behind posts; no paid advertisement of brand or product

“This account has gotten a lot of organic followers and we haven’t had to pay a dime!”

Paid (adj): growth when outside force or effort is being used; putting money behind post; targeting specific audiences through ads and ad campaigns; allows more control of audience

“We used paid growth tactics and created an ad targeting the brand’s demographic, and it brought a lot of traffic to the site.”

Reach (noun): amount of people that saw the post

“This photo got a large amount of reach since it was on the explore page of Instagram.”

Tone and Voice (noun): the way a specific brand presents itself to the public and online; the brand’s persona and aura that is outwardly shown; expressed through content, comments, emojis, etc

“For San Diego Hat Co, I’ve learned that their tone and voice is very girly, sweet, and positive.”

Traffic (noun): the amount of people coming to a certain site at a certain time; tracked between different platforms (i.e. Instagram to Facebook to Retailer)

“The site traffic was so bad that they temporarily had to shut it down before it crashed.”

UGC (noun): content found on social media platform that is user-generated; created by a social media platform user; can be reposted by brand to connect with local community and platform user’s followers

“Can you do some UGC research? We need some local photography for the feed.”

UTM Tracking (noun): Urchin Traffic Monitor; specific code that can be added to the end of URL; used to track clicks and marketing activity

“We should use UTM tracking to track everyone going to the website.”