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**MARKETING®
DEPARTMENT**

MARKETING JARGON DECODED

**real-world explanations to keep
everyone communicating in sync**

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There is a lot of jargon and what feels like an infinite number of acronyms in the B2B spaces we work in, especially in defense and aerospace. In a mission to standardize some common language and hope that we can communicate in sync, we have simplified definitions of some commonly used phrases. I have sat in rooms with retired four-star generals and people in my own industry and across the board many use these terms incorrectly.

None of us need to keep track of more jargon but when we're on a mission, it's important to make sure we all mean the same thing. So, we've simplified and broke down some common corporate and marketing jargon. Not with dry, academic definitions, but with real-world explanations that everyone in your company can use to skip the debates and conjecture about mission, vision, values and culture. Get ready for some "Aha!" moments.

The Core Principles of Marketing Communication.

The following list encompasses the most fundamental and common terms used across a company. These help guide everything from conducting daily meetings to building long-term company strategies. We call them the Core Principles of Marketing Communication.

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- **Purpose** – The one thing the company does that will never change – for the next 100 years. Think of "eternal flame" status.
- **Vision** – Where we are going or what we are aiming to achieve in the long game.
- **Mission** – What the company does every day to get you to the vision. It's the daily grind, but with purpose.
- **Values** – The behaviors of the people who you hire to work in the business.
- **Culture** – How your people operate to make money. It's the company vibe.
- **Goal** – What you are trying to achieve that guides all directions.
- **Objective** – What measurable things need to be done to reach the goal.
- **Strategy** – The game plan. The methods you need to accomplish to achieve your objective.
- **Tactic** – The action you're taking to support a strategy.
- **Brand** – Your reputation or what people think about the business when you're not in the room.
- **Identity** – What people see. (logos, messages, graphics, ads, employees, etc..)
- **Marketing** – The process and activities of growing your business. It's the whole shebang.
- **Advertising** – A subset of marketing and method to promote your product or service to a target audience. It's the megaphone.

While these might seem obvious to some, for others, it's like turning on a light bulb. These basics are just the beginning – the core principles we've strayed from in the modern marketing era.

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More Jargon, Simplified, in Case You're Interested.

The following is a list of commonly used terms and definitions in the "branding and marketing" industry that are essential for professionals to understand.

- **Brand Equity** - The strength of a brand based on customer loyalty.
- **Positioning** - The space you own and how you want customers to perceive your brand.
- **Customer Persona** - A fictional representation of your ideal customer and how you meet their specific needs.
- **Value Proposition** - A clear statement that explains how you solve a customer's problem, and why it is better than the competition.
- **Unique Selling Proposition** - What differentiates you (brand or product) from competitors.
- **Customer Journey** - The complete process a consumer goes through from discovery to loyalty.
- **Brand Architecture** - The relationships between a parent brand and its sub-brands, products, or services.
- **Brand Personality** - How the brand interacts with its customers.
- **Brand Consistency** - The practice of consistently executing the brand's messaging, design, and tone.
- **Touchpoint** - Any contact a consumer has with the company.
- **Customer Engagement** - The interaction and emotional connection with your customers.

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The Core Principles of Marketing Communication.

While it might be the annoying teenager of the marketing world to some, digital marketing is omnipresent, so it's best to familiarize yourself with these terms. This way, when the marketing team throws them at you, you're ready to respond. Here are some basics:

- **Conversion** – Turning prospects into customers.
- **Call to Action** – A prompt in your marketing that encourages a specific action.
- **Sales Funnel** – A model that illustrates a step-by-step process of the buying cycle from brand awareness to customers.
- **SEO (Search Engine Optimization)** – The process of increasing your visibility on the web.
- **SEM (Search Engine Marketing)** – Promoting with paid online advertising.
- **PPC (Pay-Per-Click)** – Paying a small fee each time someone clicks on your digital ad.
- **Impressions** – The number of times your digital ad or content is in front of users.
- **Engagement Rate** – Measures the level of interaction with a piece of content.
- **Content Marketing** – Publishing relevant content to engage a target audience.

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- **Inbound Marketing** – a digital strategy to attract customers through content creation.
- **Outbound Marketing** – Traditional paid strategy like TV, print, or direct mail, etc.
- **Social Proof** – testimonials, reviews, and endorsements.
- **ROMI (Return on Marketing Investment)** – ROI but for your marketing spend.

While this list is not exhaustive, but maybe more than you wanted to know, our team is confident that with this list of jargon and explanations under your belt, you'll 'wow' your marketing team and improve corporate communication.

Call us direct to understand how we can help you keep track of the jargon and communicate better!

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