

# List of Marketing Vocabularies & Jargons

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**Above the Fold** – term refers back to days of print newspapers where the primary or leading story was positioned above the horizontal fold across the newspaper – this was prime placement because of how newspapers were stacked and delivered and guaranteed it was the first item seen; in web terms, it means copy or images that appear on a page before the user needs to scroll.



**Awareness** – the degree to which a person can easily recognize and identify (unprompted) an organization or brand and link it to the products or services it offers, to its marketing campaigns and/or to its tagline or slogan; sometimes referred to as ‘top of mind awareness’, or ‘brand awareness.’

**B2B (Business-to-Business)** – used to describe marketing for products and services whose main customers are other businesses. E.g. Oracle and Cisco sell their products to corporations, not individuals; Comcast and American Express have products they sell to consumers and ones they sell to businesses, each with different campaigns and messages. B2B marketing may use the same tools and tactics as those directly to individual consumers.

**B2C (Business to Consumer)** – used to describe marketing campaigns that promote products or services directly to individual consumers. Your local plumber, Target, Nike, and McDonald’s are all B2C marketers.

**Benchmarking** – a point of reference comparison or measurement on some set of standards or metrics, often used versus similar organizations to yours

**Bounce Rate** – percent of visitors to your website/page who navigate away from that page after viewing only that page (you want as low a bounce rate as you can get)

**Cost Per Thousand (CPM)** – the cost to reach 1,000 people via a specific advertising channel or medium (1000 viewers on TV, 1000 page views, etc); or cost per thousand impressions

**Crowd-sourced** – usually referring to content; when you let your customers, users or other 3<sup>rd</sup> party subject experts create quality content for you to share on your site or other social platforms under your brand or organizational name. Content may come from a contest, as part of testimonials, or guest posts. Always give credit fairly to all contributors, including social media handles.

**Demographics** – personal info about users or customers (usually collected, studied or used in marketing in the aggregate – i.e. not identifiable to a specific individual); e.g. age, gender, occupation, education level, zip code, number of people in household, marital status, group affiliations

**Distribution** – how your products, goods, services or cause are delivered to your users or customers; also method your products or services are marketed, promoted circulated into hands of users; *Channel of Distribution* = network or system of resources, organizations that are connected to bring a good or service from beginning producer into hands of end consumer, completing a marketing cycle

**DM (Direct Mail)** – targeted advertising, fundraising or news delivered to prospects, customers, users or patrons via postal mail

**Email Marketing** – targeted communication to users or customers for promotion or sharing of news about products, services or causes via email; email marketing is a more technologically savvy, cost effective and trackable form of direct mail marketing; true email marketing always involved wanted communications, not spam – users or customers have opted-in to receiving the message(s)

**Engagement** – or Engagement Rate – popular social media metric to describe or measure amount of interaction between accounts. Shares, RTs, or comments can indicate an interaction, a level beyond just reading your posts, Tweets or pictures.

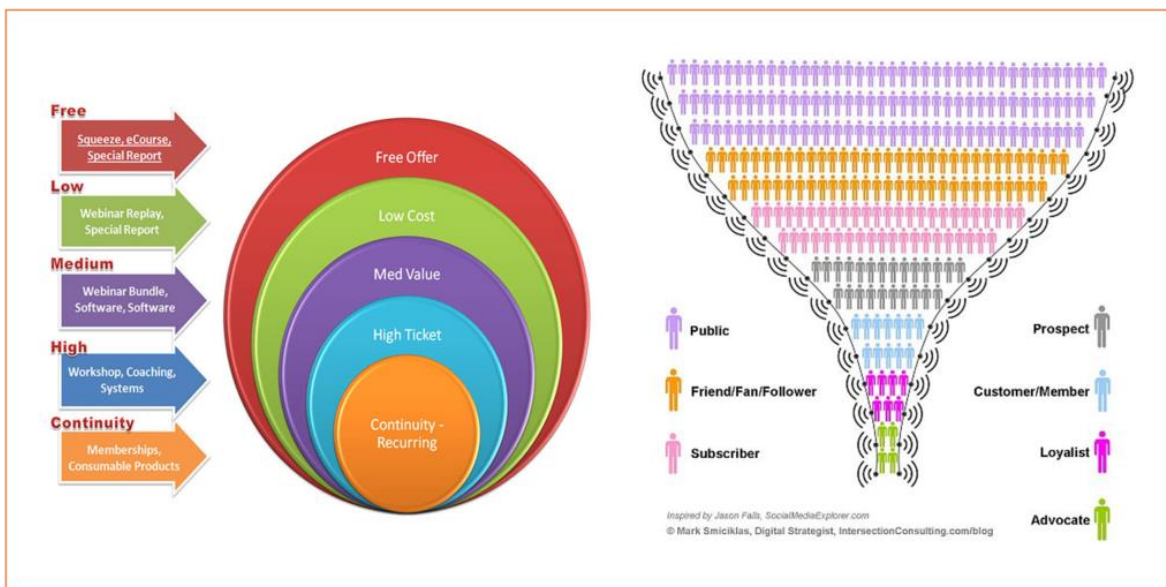
**Event Marketing** – promotional strategy linking an org or company to a specific event (festival, fair, sports event, competition, music event, trade show, conference); often includes sponsorship of some aspect of the event, but not always – having a booth or physical presence at an event is ‘event marketing’. This *does not* mean ‘*how to market an event*’ – that would be part of your overall plan or part of a promotion.

**Focus Group(s)** – a way to gather qualitative research about users or customers by gathering them in a group, physically or virtually, and asking guided questions or exercises; learn more

about behaviors, values, beliefs, desires or reactions to concepts; in recruiting, often preferable to have multiple, varied, homogeneous groups to encourage free discussion and then compare results across groups; focus groups are small by nature and can gather more in-depth information than a questionnaire or other methods; data is not always representative across all users or customers, unless well-designed with variety of users or customers, or desired users/customers

**Funnel** – the process or ‘journey’ of a prospective user/customer/donor through phases or levels of commitment, from a lack of awareness to greater awareness and trust, towards a purchase, donation or otherwise becoming a customer or user. The wide, top of the funnel is where someone has the least awareness of your organization or its services and the lowest level of commitment; the narrow, bottom of the funnel represents the smaller number of people who are aware of the org, become its fans and have made a greater commitment. Marketing actions are taken to bring people through the funnel, with the understanding that not everyone filters down to the bottom or tip. Different marketing strategies and tactics may be used at different stages of the funnel.

e.g. *Top of Funnel* = build awareness, educate; get people to follow you on social media or Like a post; *Middle of the Funnel* = more engagement, deeper connections and trust; encourage small (often non-cash) donations, sign-up for a newsletter, interact more on social media; *Bottom of the Funnel* = aware, engaged, believe in your mission and ready to take further steps to support you or use services; meaningful investment of time or money, volunteering, event registrations, monetary donations



**Guerilla Marketing** – a marketing tactic or technique considered to be ‘unconventional’, usually a low cost initiative designed for maximum impact/results for minimum effort/resources.

**Integrated Marketing** – process/system/framework that emphasizes that planning and connecting all marketing elements is preferred; to ensure all the points of contact and communication between a brand and a consumer are coordinated and consistent over place and time (regardless of individual media channels).

**Incentives** – something offered to reward or motivate action by sellers, users, consumers, donors; bonuses, promotions, contests, competitions or games, give-backs, freebies, premiums, sales promotions, pass-along deal; can be coupons, discounts, prizes, money, virtual or physical items.

**Marketing Mix** – the mix of tactics, channels, variables that an org uses to achieve desired business and marketing goals; see the 4 (or 7) Ps model [the combo of price, product, promotion, place]; the mix includes what to budget to each variable, amount of time/resources, how to measure, and timing.

**Mobile marketing** – there are now more searches on mobile devices than desktops/laptops, responsive web design is key, your organization and site need to be easily found and seen on mobile devices – so it makes sense your marketing needs to work on mobile too. Mobile marketing refers to optimizing your messages, visuals, site, emails and more for viewing on mobile devices, being seen and sending promotions in time- and location-sensitive ways.

**Multichannel** – interacting with a customer via campaigns designed to appear simultaneously across multiple channels to promote goods or services; increasing the number of channels increases the odds that a brand or org will reach a consumer in their preferred method or channel; direct channels = org proactively reaches out to customer via a physical location, catalog, direct mail; indirect channels = websites, social media, email, text messaging, mobile marketing

**Niche** – specialization, segmentation or subset of an overall market or audience; a small, specific, well-defined portion of the total population; marketers create niches by using research to find the needs or wants that aren’t being addressed or met by other brands or orgs and developing a way to identify similar members of that niche and deliver their goods or services to them; ‘a big fish in a small pond’ strategy

**Positioning** – how you want your organization, brand or product to be perceived in the market relative to your competitors and alternative options in your key users/customers minds

**Promotion** – *can have several meanings in marketing;* 1) in the classic 4 Ps model and marketing mix, promotion techniques include advertising, personal selling, sales promotion, public relations as ways to achieve specific marketing goals; 2) a type of advertising or communication that offers a special price, sale, discount, temporary change in price, new season, limited-time availability of goods or services, new product/service debut – the key is that this is limited in duration and different from ‘every day’ communication about the org, brand, product or service

**Reach** – the number of people or households exposed to a particular piece of paid advertising or media during a specific time period; reach is often given as a % of the total number of people in an audience, target market or geographic area

**Relationship Marketing** – marketing designed to develop, manage and maintain long-term, trust-built relationships with users/customers, suppliers, distributors and others in the marketing cycle; often makes use of automation, social media and tools like CRM software or loyalty programs; term often connected to author Mari Smith

**Segmentation** – dividing an entire geographic, behavior, interest base or entire market into more specific, distinct subsets of potential customers/users/donors who are likely to have same interests, demographics, behaviors or needs; each segment might get its own marketing strategy or different plan and set of tactics or campaigns; segmentation reflects that not all users/customers/donors are alike and can’t be reached or engaged with exact same media or message; segmenting makes marketing more efficient and effective.

**Strategy** – the statement, plan or essential structure for how your organization aims to meet its marketing goals; strategy gives direction, purpose and helps make decisions on what tactics to use or not; strategy identifies the market, target audience, any subsegments, your brand positioning, your unique value statement, the specific goals and milestones to measure by, the specific marketing mix elements (or tactics) you will use and your budget (inc time and resources as well as money).

**Target Market (audience)** – the individual (or group) with a set of attributes, demographics, psychographics who make up the intended viewers/recipients of a marketer’s messages. You can have more than one target, and each should receive their own customized set of messages – there is not a one-size-fits-all approach. Dividing one’s target market or audience into smaller, even more relevant sections is called “segmentation.”

**Taglines** – also called a slogan, a brand line, catchphrase; a short set of memorable words or key phrase that sums up the main idea of your brand or a particular advertising campaign; really good taglines include a key benefit, help differentiate and give a positive feeling about the brand

*You can probably guess the companies/brands from these famous taglines: “Just Do It”, “Think Different”, “Melt in your mouth, not in your hands”, “The uncola”, “Are you in good hands?”, “Don’t leave home without it”, “The ultimate driving machine”, “Like a rock”, “Because You’re Worth It”*

**Video Marketing** – incorporating video-based promotional content for a product or service into your marketing plans; videos of various types are created and uploaded online for sharing; videos for marketing are usually short, 2-5min or less and make use of popular video sharing sites and visual storytelling; videos are uploaded to 3<sup>rd</sup> party video sites to take advantage of their large traffic and search capabilities as well as ease of social sharing; don’t overlook hosting the videos on your own organizational site as well

*e.g. user testimonials, demonstrations of products, screen-captures of online tools or software in action, animations, video of events, how-to videos, explainer videos, videos of staff, case study videos, behind-the-scenes videos*

**Webinar** – A learning or training experience conducted using web-based software and often with visuals, presentations, videos and audience interaction components. Some webinars show the speaker in addition to slides or visuals, some allow audience to be seen as well, some have forms of audience interaction. Often used for teaching, training, panel presentations or presenting new products or services in a demonstration. Can be offered free or paid as a form of marketing and lead generation, a premium offering to membership, or way to reach a wider audience.

**Widget** – web term, a small piece of software built into site or interface to give additional, discrete function, personalization or added content, particularly in sidebars or footers of content management systems like WordPress, Drupal, etc.; e.g. displays latest tweets, shows local weather, add an RSS feed

**Word of Mouth (WOM)** – the act of sharing news, communications, recommendations or referrals of a product or service by informal oral or written communication, from a satisfied customer/client/user to a prospective user/customer of that brand/good/service.

**A/B Testing:** Comparing two versions of a webpage, email subject line, landing page, CTA, etc. to check better performer.

**Advertising:** Paid variety of promotion from known sponsor.

**Analytics:** Deriving meaningful pattern of past data which can otherwise be collected from various sources to help & predicting future marketing trend.

**Annual Recurring Revenue (ARR):** Repeat income from clients annually or income from annual subscription.

**Artificial Intelligence:** A tool to be accustomed analyze customer behavior, demand, likes etc. it's helpful in giving customized solution by using image perception, reasoning & voice.

**Baseline:** Minimum required point to be accustomed compare, analyse, forecasting, forming strategies etc.

**Blogging:** Originally, the term was journal or weblog and eventually...blog. Individuals, small business and even large corporations write articles, commentaries, then the likes of, publishing regularly on their website. A primary component of the inbound marketing method, blogging helps to drive website traffic, builds thought leadership and authority, and drives leads.

**Bounce Rate:** the number of people who land on a page of your website and leave without clicking on anything before moving on to an exact page on your site.

**Buyer Persona:** Summary of ideal buyer, supported by research, data and hypothesis to get the help in determining lead quality.

**Brand:** Anything that brings about awareness of a particular product, service or business while separating it from other establishments.

**Churn:** the share of shoppers who cancel a product or service or leave within a specified quantity.

**Click Through Rate (CTR):** This number shows the those who move through your website or marketing campaigns. It's actually the "clicks" or actions prospects take, divided by the entire number of actions people could take.

**Cold Calling:** Approaching prospective clients by phone or face-to-face without having an appointment or speaking before.

**Cold email:** Using email to interact with a spot with which they've had no prior contact.

**Comparative Advertising:** the type of advertising during which a company makes a instantly comparison to an exact brand, firm or organization.

**Content:** Information created to inform, educate, or influence a particular audience. Content could even be released within the type of text, image, video, or audio.

**Content Management System (CMS):** A program that manages all of the aspects of constructing content. These may include editing, indexing, navigational elements, etc.

**Conversion Path:** the trail, or course of actions, a spot will undergo to eventually become a lead. These events can include a call to action, lead form, thanks page, downloadable content, etc.

**Conversion Rate:** Percentage of people who take a desired action, like filling out a form, registering, signing up for a newsletter, or any activity other than just browsing an online page.

**Corporate Identity:** All symbols, colors, logos, etc., that frame the final word public image of a corporation.

**Customer Relationship Management (CRM):** Software that helps you organize all of your marketing and sales activities, including storing contact information, tracking emails, storing deals, and more.

**Cost Per lead (CPL):** the entire cost marketing pays to amass a lead. it is a important metric to remain track of and it influences your Customer Acquisition Cost (CAC).

**Cost Per Click (CPC):** An advertising metric that marketers use to figure out the amount they'll buy ads supported what percentage clicks the ad receives. CPC is utilized most often with Google Adwords and for Facebook ads.

**Cost-Based Pricing:** A strategic variety of pricing intended to cover the expenses of running your business.

**Customer Acquisition Cost:** A measurement that permits you to assess the worth of scaling up your business. It are often calculated by dividing the time and money spent on customer acquisition for a particular period of some time by the number of recent customers gained.  
(Money + Time Spent)/Number of recent Customers

**Customer Loyalty:** When a consumer may be a repeat buyer of a product, service or brand.

**Customer Relationship Management (CRM):** Software that helps you organize all of your marketing and sales activities, including storing contact information, tracking emails, storing deals, and more.

**Dark:** Term accustomed to describe a spot where customer stops responding. (Ms. Jones went dark.)

**Deal Closing:** a spot agrees to shop for a product or service and completes a sales transaction

**Digital Marketing (Online Marketing):** Marketing to a audience solely via the web. are email marketing, content marketing, etc.



**Direct Competition:** Competitors that provide the precise same services as your establishment or firm.

**Direct Mail:** the most effective way of advertising communication that reaches a consumer where they live or their place of business, through the mail, often supported demographics and/or geographical location.

**Direct Marketing:** Dealing directly with the 'end user' & primary audience, could even be within the type of advertising, mails, door to door etc, rather than a third party or a middle man.

**Discovery Call:** The very first call with a spot. the aim is to hunt out out if they're an honest suited work along with your organization.

**Ebook:** Also named as a lead magnet, ebooks are generally a chunk of longer content designed to come back copy with leads.

**E-Commerce:** The means of selling products digitally on the web.

**Email:** A digital message you'll send through the web to contacts, leads and prospects. Marketing through email takes businesses directly into a consumer's inbox and provides the pliability to make a connection and build trust.

**Forecasting:** A prediction of selling and sales trends that is likely to occur within the long term. This forecast relies on historical, quantitative, and qualitative data.

**Friction:** Any aspect of your website that's hard to know, distracting or causes visitors to maneuver on from your page.

**Hashtag:** A keyword phrase, written without spaces, with # before of it. It allows you and your audience to interact and converse about specific topics on social media.

**Ideal Customer Profile (ICP):** customers who meet with all the criteria of the company.

**Inbound Marketing:** Advertising your company via content marketing, podcasts, video, eBooks, email broadcast, SEO, Social Marketing, etc., instead of paid advertising.

**Internal Marketing:** Efforts to provide a marketing plan to individuals and executives within your own firm to grasp their approval and/or support.

**Lead:** a name or contact of a person who has qualities to be a prospect.

**Lead generation:** a process of creating leads from various sources.

**Lead Nurturing:** engaging prospects through a variety of selling techniques.

**Lead Qualification:** filtering leads keeping in mind organization's vision of the right customer.

**Lifetime Customer Value:** A prediction of the net profit attributed to the complete future relationship with a customer.

**Loss Aversion:** Refers to the psychological concept people feel more negatively about losing money than they're doing about the prospect of getting money.

**Margin:** The profit gained from a product or service in any case expenses for selling that product or service is covered.

**Market-Based Pricing:** almost like competitive based pricing within the sense that this kind of pricing relies off of the streamlined/current pricing for a specific product or service within the identical industry.

**Market Penetration:** getting into the market having various renowned players ie: competitors.

**Market Research:** intelligence about the market to be used in the favour of company & its product.

**Marketing:** the strategy of identifying, anticipating and satisfying customer requirements in an exceedingly very profitable way.

**Monthly Recurring Revenue:** the number of income produced monthly from subscriptions to your products or services.

**New Product Development:** The creation of a replacement product that involves research, development, product testing and launching.

**Pay Per Click (PPC):** a way of advertising on the web where you just pay when someone "clicks" on your ad.

**Personal Development Plan:** Developed for people who are looking to gauge their S.W.O.T. analysis to plan their future achievement and success.

**Point of Contact (POC):** The representative who is that the decision-maker/facilitator for his or her organization in terms of selling and sales.

**Portfolio:** A series of case studies that provide proof useful to potential customers.

**Public Relations:** A series of media releases, conferences, social images, etc. that structure and maintain the reputation of a corporation and its brands.

**Qualified Lead:** A lead that's qualified meets your company's criteria, or buyer persona attributes, and is more likely to shop for. A marketing qualified lead meets marketing objectives, while a sales qualified lead meets sales objectives.

**Research and Development:** The process of discovering and developing new products and services.

**Responsive Design:** an internet site that changes supported the device the buyer uses. Mobile, laptop, and desktop devices offer different views of an internet site, and responsive design accommodate for every view, without having to create separate websites for everyone.

**Return On Investment (ROI):** how to live the profitability of the investment you create in marketing, sales, etc. If the ROI on an investment is negative, it generally means you are losing money thereon endeavor.

**Referral:** an opportunity or lead generated from someone who could also be curious about what the salesperson is selling.

**Relationship Marketing:** Establishing relationships with the intent of developing an extended term association with an opportunity or potential customer. This strategy is far less costly than gaining new customers.

**Search Engine Optimization (SEO):** A method to increase a webpage performance in web search results. By tweaking elements on a webpage (there are on-page and off-page SEO factors), you'll move a webpage abreast of an enquiry. Marketers generally want to urge their website page to seem on page 1 of an enquiry result, ideally at the very top of the page. SEO elements include keywords, title and image tags, links, and more.

**Social Media:** Platforms like Facebook, Twitter, Instagram and Snapchat that help users connect. Marketers use these networks to extend awareness, grow their customer base and achieve business goals.

**S.W.O.T. Analysis:** an indoor study often employed by organizations to spot their Strengths, Weaknesses, Opportunities and Threats.

**Unique Selling Proposition:** an element that differentiates a product from its competitors, like the low cost, the standard , etc.

**User Experience:** The experience a user has together with brand/website, from the instant they discover you, through the acquisition and beyond till customers become advocates.

**Value Statement:** an outline of your company's top priorities and the way those translate into marketing and sales initiatives.

**Viral Marketing:** a way of product promotion that relies on getting customers to plug a thought , product or service on their own.

### List of Vocabulary/Jargon + meaning and how to use it in a sentence

- 1) **Give away** (inadvertently revealing something)  
*The shape of the gift was a give-away as to what was there inside the gift wrap*
- 2) **Smart cookie** (a clever person who makes good decisions)  
*He is a smart cookie, adjusting his talk or discussion best suited for the audience*
- 3) **Rule the roost** (to control a place, situation or activity)  
*Tau/ grandfather in his family rules the roost*
- 4) **Gatekeeper** (one who controls the access Foreg. Gatekeeper to the house is the mother of the kid or the housewife)  
*His mom acts a gatekeeper in his house deciding on what sort of content / video is seen*
- 5) **Eating out of one's hand** (to be completely accepting of whatever one says or requires, to do exactly as someone says)

*Ever since the vice president resigned, the company is eating out of Anmol's (general manager) hand*

**6) Branching out** (to start to do something different from what you usually do)

*Moving out of the traditional family run cloth business, Ankit branched out on his own to start his own software company*

**7) Come out with flying colours** (to win, achieve, or accomplish something exceptionally well or very successfully)

*He passed his exam with flying colours*

**8) Déjà vu** (a feeling of having already experienced the present situation)

*When I met her, I had a strange feeling of déjà vu*

**9) Run off the mill** (ordinary item that does not stand out from the rest)

*He gave a fairly run-off-the-mill kind of a singing performance*

**10) Creative juices flowing** (to inspire creativity and thought)

*If you seek inspiration in unexpected places, you'll be amazed at the way it helps in the flowing of the creative juices*

**11) Hip shooting** (to react quickly, without thinking carefully about something)

*Don't do hip shooting before getting to the facts of the matter*

**12) Keep close to one's chest**

(to keep one's plans, intentions, or tactics secret from everyone else)

*It's prudent to keep close to one's chest the game plan to defeat the other team in the semi-final*

**13) Jutting in** (interject / interrupt with one's point of view when someone is speaking)

*When Naveen was in his flow explaining the nuances of the product, Sameer jutted in with his point of view*

**14) Ears to the ground** (the practice or characteristic of carefully gathering information; a state or mind-set of attentiveness)

*As a field guy, the company always appreciated his ear to the ground approach, which helped in tweaking the marketing strategy to get maximum returns*

**15) Give it a shot** (make an attempt)

*I am not prepared for my exam today. But I will give it a shot*

**16) Running out of**(getting over)

*When I was shopping I realised that I needed to buy a toothpaste as I was running out of one*

**17) Ballpark figure** (a ballpark figure is a rough numerical estimate or approximation of the value of something that is otherwise unknown)

*I know you can't tell me the exact cost; just give me a ballpark figure*

**18) Call for a pitch** (An advertising pitch describes the proposals of an advertising agency to promote a product or service. ... Companies request advertising pitches so that they can select the most suitable proposal from a number of advertising agencies)

*The company decided to launch a new product in skin care category – to be fair it called for creative pitch from the short listed agencies – to hand over the responsibility to the deserving one*

**19) Panning out** (Making progress and advancing)

*The signs revealed that the experiment wasn't panning out as per our expectations*

**20) Back of the envelope calculation** (A back-of-the-envelope calculation is a rough calculation, typically jotted down on any available scrap of paper such as an envelope. It is more than a guess but less than an accurate calculation or mathematical proof)

*He started doing a back-of-the-envelope calculation on a piece of paper for future reference*

**21) Testing the waters** (you try to find out what reaction an action or idea will get before you do it or tell it to people. You should be cautious when getting involved and test the water before committing yourself)

*Before going for a national launch of the campaign, the company decided to test the waters among a focus group*

**22) Pulling back** (decide not to do it or continue with it)

*Since the celebrity, had courted controversy recently, the company decided to pull back the television commercial featuring him*

**23) Fallback** (an alternative plan that may be used in an emergency / a reduction or decrease)

*The negotiators agreed on a fall back option as the original draft was not accepted by one of the parties*

**24) Short-sighted** (lacking imagination or foresight)

*The current establishment is short-sighted in tackling the problem*

**25) Frog in the well** (is used to describe an individual who cannot or refuses to see the big picture because of being sheltered and close-minded)

*His overall outlook is like a frog in the well*

**26) Scale up** (to increase something in size, amount, or production)

*Looking at the opportunity the company decided to scale up its manufacturing capacity*

**27) Upstart** (a person who has risen suddenly in rank or importance, especially one who behaves arrogantly)

*Through his mannerisms he comes across as an upstart and immature*

**28) Tilting the scales** (To change the balance of a situation, such that one side or element is favored or gains advantage)

*His approach to the problem, tilted the scales in his company's favour*

**29) Voxpopuli** ("the opinion of the majority of the people")

*The research agency conducted a voxpopuli to give its feedback on the campaign effectiveness of the product*

**30) Give somebody enough rope to hang themselves** (to give someone freedom to do what they want to do, because you think they will cause problems for themselves and you want them to look stupid)

Meaning: He was allowed to accomplish his or her own downfall by his or her own foolish act

**31) Tapping into** (To establish a connection with something, especially in order to take advantage of something. To access a resource or object)

*The new film taps into the nostalgia of fans who grew up with the franchise when they were kids*

**32) An angel investor** (also known as a private investor, seed investor or angel funder) is a high net worth individual who provides financial backing for small startups or entrepreneurs, typically in exchange for ownership equity in the company. Often, angel investors are found among an entrepreneur's family and friends)

**33) Jingoism** (extreme patriotism, especially in the form of aggressive)

Jingoism - Love for one's country and willingness to sacrifice for it

**34) Channel surfing** (Channel surfing is the practice of quickly scanning through different television channels or radio frequencies to find something interesting to watch or listen to)

**35) OOH** (out of home) (hoardings, bus shelters, kiosks etc.)

**36) Y on Y** (year on year)

**37) Sanctum sanctorum** (grabhagriha / place where the idol of the lord is installed (area accessible only to a few)

**38) SKU** (stock keeping units / no. of units of a product in a shop)

**39) Organogram** (another term for organization chart)

**40) Media Schedule** - (Media Scheduling refers to the pattern of timing of an advertising which is represented as plots on a flowchart on a yearly basis. The plots in the flowchart indicate the pattern of periods that matches with favourable selling periods)

**41) Radio Spot** (Radio Spot means a contiguous segment of not less than 10 seconds of audio broadcasting airtime on Covered Radio Media that may be filled with audio advertisements)

**42) Insertion** - putting or inserting an advertisement in the newspaper, tv, radio etc.,



**43) Run on schedule (ROS)** (suppose an agency has given a schedule of 15 ad spots on a radio station during a day it is at the discretion of the radio station to run the radio spots any time during the day i.e. there is no specific time slot mentioned this kind of booking hence it does not command any premium)

**44) Account** (in ad agency the term used for a client)

**45) Reach** - the number of different persons exposed to a specific media vehicle or schedule at least once

**46) Zapping** – Using a remote control device to change television channels from across the room

**47) Zipping** – Using a remote control device to skip ahead of any portion of a television or VCR program

**48) Flighting** – A method of scheduling advertising for a period of time, followed by a period of no advertising, followed by a resumption of advertising

**49) Q on Q (quarter on quarter)**

**50) Indian Crab Mentality** - “If I can't have it, neither can you!”. ... It is no big secret that people in **India** hate to see others succeed, especially if that other individual happens to be from their peer group

**51) Capturing the essence** – understanding the basic meaning or importance of something

*Sunil is an avid traveller and his photography captures the essence of his many travels*

**52) Inadvertently** – unintentionally

*He inadvertently deleted the file*

**53) Flash in the pan** - a thing or person whose sudden but brief success is not repeated or repeatable

*Sadly, their success was just a flash in the pan*

**54) Impulse purchase** - a thing that one buys without planning to do so in advance, as a result of a sudden whim or impulse