

MARKETING + SOCIAL MEDIA ACRONYMS

Your guide to sounding like a digital marketing pro.



By @thewolfe.co

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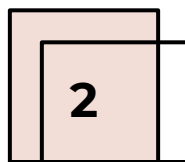
Ever wonder WTF people are talking about at work or on social media?

You're in the field, or at least, you're running a business which requires a hefty amount of marketing and social media to build that empire of yours -- so let's catch you up on some of the lingo that the pros are using.

I've broken it down for you;

- For business
- For social media
- Technical terms
- The fun stuff

Check it out on the following pages.



FOR BUSINESS

This will make you look like a mo-effing STAR in any meeting, presentation or email.

You may see a lot of these within paid media systems.

BUSINESS BISH	
B2B Business to Business	CTA Call to Action
B2C Business to Consumer	CTR Click Through Rate
CRM Customer Relationship Management	KPI Key Performance Indicators
CMS Content Management System	PPC Pay Per Click
CPC Cost Per Click	PV Page Views
CPM Cost Per Thousand	ROI Return on Investment
CR Conversion Rate	UGC User Generated Content

FOR SOCIAL MEDIA

Used most often when you're chatting via private message, use the network specific acronyms below to save some time when you're discussing new social strategies.

SOCIAL QUEEN	
FB Facebook	DM Direct Message
IG Instagram	PM Private Message
TW Twitter	PING Private Message
G+ Google Plus	RT Retweet
LI LinkedIn	MT Modified Tweet
YT YouTube	

TECHNICAL TERMS

Not the most used abbreviations, but you'll certainly be able to chat up the IT team by understanding the terms below.

TECHNICAL TERMS	
ESP Email Service Provider	SEM Search engine Marketing
HTML Hyper Text Markup Language	SEO Search Engine Optimization
ISP Internet Service Provider	TOS Terms of Service
RSS Really Simple Syndication	UI User Interface
SaaS Software as a Service	UX User Experience

JUST FOR FUN

You'll most likely see these terms on social media, within the captions, in DMs and in comments.

THE FUN STUFF	
AMA Ask Me Anything	LMK Let Me Know
BTW By the Way	LMK Let Me Know
BTS Behind the Scenes	NBD No Big Deal
CTA Call to Action	NVM Nevermind
FBO Facebook Official	NSFW Not Safe for Work
FF Follow Friday	POTH Pic of the Day
FTW For the Win	QOTD Quote of the Day
ICYMI In Case you Missed It	SMH Shaking My Head
IDC I don't care	TBH To be Honest
IDK I don't know	

“THERE IS NO

REWARD WITHOUT

RISK, BISH.”

Amanda Tyler, Founder WOLFE CO.

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