

GLOSSARY

Social Media Marketing: Social CRM

With Megan Adams

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
brand	Set of marketing and communication methods that help distinguish a company from competitors and create a lasting impression
brand monitoring	The ability to track conversations about your organization across all digital channels
documentation	Documents that support a process, the activity of process discovery, process mapping software and policies, as well as procedure templates
humanization	Having a relatable personality versus a faceless large corporate entity
influencer	Individuals who promote awareness of your brand to their followers
rules of engagement	Clearly defined rules that set the standard for every prospect and customer interaction involving your organization
segmentation	Process of understanding why people buy products and services and which people should be marketed to
social customer relationship management (CRM)	A strategy supported by social media, online tools, and technology in order to enable organizations to better engage with their customers
social media optimization	Strategies used to increase awareness and promote your organization across social media platforms