

GLOSSARY



Social Media Marketing for Small Business

With Martin Waxman

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
A/B test	Marketing tactic that compares two creative options to determine the one that performs best
content	Everything an organization uses to tell its story, including email, blogs, videos, posters, and social networks
SEO (search engine optimization)	Tactics used to make an organization's website appear at the top of a search engine
social media	Various forms of online communication that are used to share information, develop relationships, and enhance businesses
social media policy	A code of conduct for the way your company will behave online
strategic considerations	A review of the business landscape that helps identify potential problems with achieving a goal
three Ps	A strategy where one thinks like a publisher, producer, and publicist to create exceptional shareable content