

# SMM = Social Media Marketing

## KPI

**Key Performance Indicator:** A value used to measure the success of marketing campaigns and projects against business goals. Performance indicators include all data and analytics measurements such as engagement rate, click through rate, etc.

## ROI

**Return On Investment:** A formula used to calculate the profitability and efficiency of a marketing investment (monetary or time-spent).

$$\text{ROI} = (\text{Value of Investment} - \text{Cost of Investment}) / \text{Cost of Investment}$$

## CTR

**Click-through Rate:** A formula used to determine how many people click on a specific link out of the total number of people who view a piece of marketing content (landing page, blog post, email, etc.).

$$\text{CTR} = (\# \text{ of Clicks} / \# \text{ of Impressions}) \times 100\%$$

## CTA

**Call To Action:** Word, phrase, or image designed to provoke a specific act or response from your audience.

## PPC

**Pay Per Click:** A digital advertising payment method in which you pay a certain amount each time someone clicks on your ad. Also referred to as CPC (Cost Per Click). There are other payment methods including CPL (Cost Per Lead), CPA (Cost Per Acquisition), etc.

## SEO

**Search Engine Optimization:** General practices marketers follow when creating content and setting up their website, in order to improve search results and, ultimately, increase organic website traffic.

## UGC

**User Generated Content:** A form of advertising/publicity in which an unpaid consumer creates and/or shares content referencing your business or brand.