



MARKETING GLOSSARY

Central Premise: The foundation of the marketing campaign and message. For Shoreline, the central premise is *Surprised by Shoreline*.

Content: Content is a piece of information that exists for the purpose of being viewed, engaged with, and shared; typically content comes in the form of a blog, video, image, social media post, slideshow, or podcast. More authentic than paid advertising, content marketing allows brands and/or organizations to inform and engage audiences around an idea, product, or service.

Conversion Rate: The percentage of people who completed a desired action on a single web page, such as filling out a form. Good pages have high conversion rates and vice versa.

Engagement Rate: The engagement rate shows how long a person is on your website. It takes into account time in addition to the number of pages viewed. For example, if only one page is viewed, that visitor receives an engagement rate of 0. This metric can be found in Google Analytics.

Microsite: A microsite is a branded content site that lives outside of the organization/company homepage and/or brand URL. For Shoreline this is *SurprisedbyShoreline.com* and the brand URL is *Shorelinewa.gov*.

Organic Search: When a visitor finds your website through a search engine like Google, Bing, and Yahoo.

Responsive: A website created to respond to an environment, whether it's a desktop, tablet or mobile phone.

SEO (Search Engine Optimization): The process of improving a website's rank in a search engine like Google. Rank is determined by various factors including key words, links, content, and website organization.

Spark Campaign: Short-term campaign meant to spark interest, disrupt preconceptions, generate awareness, and encourage trials. For Shoreline, this is the *You Don't Know Squatch About Shoreline* campaign.

Touchpoints: Touchpoints are the different interactions someone has with your organization. Touchpoints include web pages, giveaways, and social media posts.

Unique Visitors: A first time visitor to your website.

Viral video: A trending video that is typically liked by thousands and shared by millions. Effective videos should key on the emotional response of the target audience because the emotional response determines success. If the video drives 100 people to have an emotional response, it's more valuable than a million people with a benign response.

Website bounce rate: The percentage of people who land on a page and then leave without clicking on anything else. A high bounce rate generally leads to poor conversion rates.