Welcome to the ICN Media

Consultancy Jargon Buster Guide!

This is where you'll find vital explanations and breakdowns of common consultancy jargon to help you not only understand, but be able to put this knowledge into practice!

Jargon Buster Guide

Agile Marketing

the quick reaction of specific content, typically shared on social media to capitalise on a trending topic or news story.

Analytics

the process of searching for meaningful data patterns. There are a number of programmes that can be used to acquire analytics data (e.g. Google Analytics, SEMrush) about user behaviour patterns, the bounce rate on pages, and the key channels that generate the most traffic and engagement from consumers. Analytics can be a key tool in terms of identifying the effectiveness of a marketing strategy but are not the only way to measure effectiveness.

Attribution

in a marketing sense, this refers to identifying the set of actions that a consumer takes that contributes towards the desired outcome. A specific user event can be assigned with a specific value.

Avatar

the image or logo used to represent your brand or company on LinkedIn, email, youtube, and a variety of other services.

Branding

the process of promoting your brand, company, or product using distinctive, recognisable, and cohesive iconography, typography, and design.

Call to Action

a marketing technique to entice the consumer to take a specific positive action.

Consumer

a person who purchases goods and services from a company or engages with online content from a brand.

Jargon Buster Guide

Content Marketing
the creation and distribution of media and content (can include videos, blogs, social media copy, images etc.) to educate or interest consumers online.

Conversion
the completion of a specified action by a consumer that is desired by a brand or company. Can be a purchase, signing up to a newsletter, sharing a post on social media, etc.

Conversion Rate
the percentage of total consumers completing desired actions on your business website or social media page.

CRM (Customer Relationship Management)
a system or model that is used to manage interactions with consumers and organise facing customer-facing areas.

Customer Experience
can refer either to the quality of an individual experience that a customer has over the course of a single transaction or their entire relationship with a brand.

E-Commerce
the buying and selling of goods and services over the internet.

Inbound Marketing
the process of encouraging consumers to reach out to your brand through either digital or printed promotion. Contrasts to the less effective outbound marketing which is essentially cold calling to try and gain customer interest.

Social Media
the online sharing of posts via a social media platform, generally for promotional or awareness-building purposes. The most popular social media sites include FaceBook, Instagram, LinkedIn, and Twitter.