

Feature

A new-world glossary of marketing terms

By Ella Tassi *AMAMI*

IF you think you know your 7Ps and are therefore up-to-speed, think again. Ever-evolving technology and subsequent social changes are not only shaping our industry but also our daily vernacular. Here is a list of additions to marketing's terminology.

Above the fold — The section of the Web page that is visible without scrolling down.

Affiliate program — Building on offline business referrals, affinity programs reward affiliate businesses for driving traffic from their site to another site. Rewards can be given for traffic and/or subsequent transactions.

Affinity marketing — Targets individuals who share common interest(s) that predispose them towards a product. The campaign can be run by a single organisation (cross-selling to

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customers) or a group of organisations that share a target audience.

Ambient marketing — Uses everyday objects and surroundings as communication platforms. For example, ads on eggs, buildings, footpaths, and public transport tickets.

Ambush marketing — A deliberate attempt by a company to associate itself with an event over and above the official sponsor.

Asynchronous communication — The opposite of synchronous or direct communication, where all parties involved must be present (e.g. a phone conversation). Asynchronous

communication includes emails, text messaging and online discussion boards.

B2B — Business-to-business.

B2C — Business-to-customer.

Bricks and mortar — Businesses that rely on traditional means of promoting and distributing their goods or services, e.g. street shopfront.

Buzz marketing — Using word-of-mouth promotion, this approach creates a buzz among the target group by encouraging customers to pass around information about the product (see viral marketing).

Channel conflict — The outcome of developing additional distributing channels. For example, some businesses have found various conflicts and cannibalisation of sales when they introduce online distribution to complement their existing offline business.

Confusion marketing — A

controversial strategy of deliberately confusing the customer. For example, where pricing packages are so complicated it is almost impossible to compare with competitor offerings.

Contextual marketing — Takes advantage of the context within which the individual receives the marketing message; for example, a pop-up ad when a person visits a related Web site. Contextual marketing is likely to become more evident once m-commerce matures as it will have the advantage of knowing where the person is located using GPS.

Customer lifetime value — The profitability of customers over the longer term (the 'lifetime' of their relationship with the business), rather than looking at the profitability of a single transaction.

Customer relationship management — The coherent management of contacts and all interactions with customers using a sophisticated and integrated database. In essence, it tries to replicate for large corporations the intimate knowledge small businesses have of their customers.

E-commerce and e-marketing — Marketing conducted electronically, usually via (but not limited to) the Internet.

Emotional selling proposition (ESP) — Moving away from the unique selling proposition (USP), which assumed unique product features, ESP focuses on the emotional associations customers make with products and brands.

E-tailing — Retailing over the Internet.

Guerrilla marketing — Unconventional marketing intended to get maximum impact for minimum cost. It generally targets small and specialised target groups in a way that larger companies choose not to retaliate and often cannot compete with.

Legacy business (also known as clicks and mortar) — A traditional business that adds online promotions and distribution to its existing business model.

M-commerce (mobile commerce) — Refers to access to the Internet via a mobile device such as a mobile phone or a personal data assistant (PDA).

Netiquette — Internet etiquette; an

established set of rules developed by the Internet community.

OINK — One income, no kids.

Opt in/out — The mechanism used to allow site visitors and email recipients to receive information such as newsletters.

P2P (peer-to-peer) — A technique aimed at encouraging customers to promote your product to others, particularly effective on the Internet (see viral marketing).

PANSE — Politically active, not seeking employment.

Permission marketing — Limiting marketing communications to people who have identified themselves as interested in receiving the material (see opt in/out and spam).

Pull promotions — Address the customer directly with a view of motivating them to 'pull' the product down through the distribution chain. In terms of marketing communications, 'pull' promotions rely on the customers obtaining the information themselves, e.g. visit a Web site (see push promotions).

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Pure play (also known as pure dot coms) — Businesses created specifically for the Internet.

Push promotions — Relies on the distribution chain, e.g. wholesaler or retailer, to 'push' products out to customers. In terms of marketing communications, 'push' promotions are sent out to customers (e.g. direct mail pieces).

Relationship marketing — The move towards a longer-term view of the customer; building a relationship in the hope of establishing long-term repeat purchasing.

Richness of communication — Refers to the depth and interactivity of the communication. The Web has the potential for richness of communication because of its ability to use multimedia and personalise the experience through its interactivity.

Search engine optimisation — The process of selecting targeted key words and phrases related to the site, ensuring the site places well when people enter key words and phrases into a search engine.

SITCOM — Single income, two children, outrageous mortgage.

Spam — The online version of junk

mail; the act of sending email to users who have not given permission for the sender to do so (see opt in/out and netiquette).

Viral marketing — A technique that facilitates and encourages people to pass along a marketing message either via word-of-mouth or 'word-of-mouse' (via email). Online examples include jokes, film clips or games, with a subtle product message or site link. Offline, viral marketing can be subtly undertaken by aspirational models, with people often not aware they are receiving a marketing message. ●

AMI Government Marketing Conference to focus on the fundamentals

THE AMI Government Marketing Conference, to be held in Canberra at the Hyatt Hotel on 4-5 September, will focus on the theme of 'The Fundamental Issues'.

The program will examine the fundamentals of the marketing mix — reviewing the successes, measuring the misses and taking stock of the latest thinking.

The program will be shaped around keynote speakers in the mornings, providing interesting, informative and at times confronting insights into marketing and — more widely — communication, including public affairs, government and public relations, research and new techniques.

Each afternoon, the program will offer several streams that build upon the overall theme.

Topics to be covered will include:

- Relationship marketing — technology use.

- Legal issues — trademarks and copyrights.
- Brand marketing and re-branding.
- Project campaign management, featuring Animal Health Australia and the Murray Darling Basin Commission.
- Lunchtime media panel — role of media in any campaign.
- Targeting the market — case studies on the challenges.
- Local government issues.

There will be plenty of

opportunities to network and meet new friends, a welcome cocktail function, black-tie dinner at Old Parliament House with a surprise, high-level speaker, case studies, and a big exhibition area.

The program and registration brochure will be available soon. Check the AMI Web site for updates at www.ami.org.au and register your interest to receive the brochure at email govconf@ami.org.au

A free service to AMI members

As a service to AMI members, *Marketing Update* will publish free job ads. The ads can be either from members seeking a new position, or from individual or corporate members seeking to fill a vacancy suited to the AMI membership. However, this is not an opportunity for consultant members to promote their services. All job ads must include contact details as *Marketing Update* will not handle responses. Write your job ad in 200 words or less and email it to Paula Ruzek at editor@ami.org.au.