

# 2000

## Marketing Phrases and Terms explained

A comprehensive guide explaining 200 of today's most popular marketing phrases and terms.



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# 200

## Marketing Phrases and **Terms** explained

**A comprehensive guide explaining 200 of today's  
most popular marketing phrases and terms.**



a message from  
**ALEX STOJKOVIC**

Hello my fellow marketing enthusiasts and welcome to my comprehensive guide explaining what I felt were 200 of today's most important marketing phrases and terms!

My **200 Marketing Phrases and Terms** explained aims to make this ever-growing and complicated world of marketing a little easier to digest and understand.

Have you ever wonder what a consumer price index is? Perhaps you've wondered what co-operative advertising is? Wonder no longer! This comprehensive guide will provide terms, descriptions, explanations to marketing phrases / terms and much more.

Great American chefs like Julia Child taught us how to cook one recipe at a time and great NFL coaches like Vince

Lombardi taught football plays to eager players one play at a time. In similar fashion, this guide will attempt to educate marketing phrases and terms one at a time.

I truly hope this guide will over time becomes a source of reference and that you share this with family, peers and friends.

I do I have ONE selfish request however; if I've missed a term, please send me a message and I'll be sure to include your marketing suggestions in future editions.

Thank you and enjoy!

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# A | TERMS

## What is the **Ad Council**?

The Ad Council is an organization who provides nonprofit assistance for public service advertisement campaigns.



## What is **adaptation**?

Adaptation is making adjustments to an advertisement to reflect the needs of a specific target market.

## What is **advertising**?

Advertising is a method used to promote ideas, products, and services through various types of media.

## What is an **advertising agency**?

An advertising agency is a company that offers expertise in creating, developing, and producing advertisements for their clients with the goal of attracting the client's target market.

## What is **advertising campaign**?

An advertising campaign is the collaboration of various media which are strategically co-ordinated to create a common message to a target market.

## What is an **advertising proof**?

An advertising proof is a mock-up of an advertisement.

## What is an **ad layout**?

An ad layout is an a mock-up representing the final draft of an advertisement. It is typically a rough draft that shows the general arrangement and appearance of a finished print advertisement.



## What is an **agreement**?

An agreement is an individualized commitment made between two or more parties.

## What is an **allowance**?

An allowance is a portion of a dollar amount that is returned when the customer has retained the merchandise.

## What is **attitude research**?

Attitude research is a method used to collect data based on the response toward an idea, product, or service.

## What is an **audit**?

The examination of a marketing plan. The marketing plan is researched before and during implementation. Internal and external influences are evaluated allowing for plan adjustment.

## What is **autocorrection**?

The same variable is observed over time. The observations produce different values which are correlated.

# B | TERMS

## What is a **barrier**?

A barrier is an obstruction that disrupts the perception of a message.

## What is a **boomerang method**?

A boomerang method the skill of using a customers hesitation toward a product or service into a reason to buy.

## What is a **brand**?

A brand is the elements used in identifying a company's product or service, setting them apart from other company's offering similar products or services.

## What is a **brand extension**?

A brand extension is an approach used when a company uses their current brand to add or improve a product or service within their present-day line.

## What is a **brand label**?

A brand label is a label designed to give relevant information to the consumer.

## What is **brand licensing**?

Brand licensing is the authorization a brand owner gives to a licensee for the purpose of allowing the licensee to utilize the brand in exchange for a fee.

## What is a **brand mark**?

A brand mark is the unique characteristics that identify a brand.

## What is a **brand name**?

A brand name is a word or phrase that identifies a product, service or brand.

## What is a **break-even point**?

the exact point in which revenue and cost are equally balanced.

## What is a **brick-and-mortar retailer**?

A brick-and-mortar retailer is conventional retailers that operate within a physical building.

## What is **broadcast media**?

Broadcast media is media that targets an audience through radio or television.



## What is **bundle pricing**?

a strategy used by companies to offer multiple products or services for a one price.

## What is a **business cycle**?

The business cycle is the cyclical activity within a business that involves collecting the data on a company's economic history.

## What is a **business philosophy**?

A business philosophy is the core values, goals, and direction of a company.

## What is a **business plan**?

A business plan is a profile used to bring an idea into fruition.

## What is **business-to-business (B2B) selling**?

Business-to-business (B2B) selling is the exchange of a product or service between companies.

## What is **buying behaviour**?

Buying behaviour is the individual psychology encompassing a consumers decision to buy.

## What is are **buying signals**?

Buying signals are the key evidence to a seller that a customer is keen to move forward in a transaction.

# C | TERMS

## What is **centralized buying**?

Centralized buying is the main location where buying procedures happens for multiple outlets.

## What is a **channel of distribution**?

Channel of distribution is the passage a product takes from production to delivery.

## What are **channels**?

Channels are the various way to reach an audience.

## What is **co-branding**?

Co-branding is when multiple brands are used to process a product or service.

## What is **collateral**?

Collateral is an agreement placing a valuable object against a loan and taken as payment by the lender if the loan is unpaid.

## What are **communications programs**?

Communication programs are the software programs designed to allow users to communicate globally.

## What is **competition**?

Competition are companies with similar products or services that target the same audience.

## What is a **consensus**?

Consensus is the verdict between all parties involved in a decision-making process.

## What is **consignment buying**?

Consignment buying is an agreement for the middle-company to pay for a product after the product has been sold to the customer.

## What is **consultative selling**?

Consultative selling is the selling a product or service to a customer that provides a solution to their need.

# What is **communication**?

Communication is the transmission of information between a sender and a receiver.

It also includes all the various strategies, tactics, and activities involved in getting the desired marketing messages to an intended target markets, regardless of the media used.



### What is a **consumer market**?

A consumer market is the marketplace that buys for personal consumption.

### What is a **consumer price index (CPI)**?

A consumer price index is a system that tracks the flux of prices over time for goods and services used in an demographic.

### What are **consumer promotions**?

A consumer promotion is a approach used to attract customers into buying.

### What is a **contact rate**?

A contact rate is the amount of respondents reached for a survey.

### What is a **copyright**?

the sole legal right to a product or service.

### What is a **customer profile**?

a collection of data identifying statistics on a specific target market.

### What is a **customer relation management**?

a method used to discern who a customer is and what their needs are for the purpose of establishing a solid relationship.

### What is **customization**?

the technique of developing products and services to meet the needs of a specific demographic.



# D | TERMS

## What is **database marketing**?

Database marketing is when using customer profiles, along with the history of their transactions to proceed with a marketing strategy.

## What is **demand**?

Demand is identifying a target market's inclination to buy.

## What is **demand elasticity**?

Demand elasticity is the measure of demand that determines a price-point of a product or service.

## What are **demographics**?

Demographics are a collection of statistics used to identify a specific group of people.

## What is **derived demand**?

Derived demand is the demand for resources reflected by the demand of consumer purchases.

## What is **direct marketing**?

Direct marketing advertisement is marketing that is aimed to reach a specific market.

## What is **disclaimer**?

Disclaimer is a statement that identifies exceptions in an agreement.

## What is **discretionary income**?

Discretionary income is the amount of dollars one has after living expenses.

## What is **disposable income**?

Disposable income is the amount of dollars one has after taxes.

## What are **distractions**?

Distractions are obstacles that interrupt an audience's attention.

## What is **domestic business**?

Domestic business is a business that only sells to a market in the country where it resides.

## What is a **dropout rate**?

Dropout rate is the amount of respondents that start a research survey, but these respondents cannot be identified as completing the survey.

## What are **desktop publishing programs**?

Desktop publishing programs are the software programs designed to work in conjunction with both word processor and graphics applications, which allow for drafting text and graphics in one document.



# E | TERMS

## What is an **economy**?

An economy is the structure of a country's finances that contributes to its residents' consumerism.



## What is an **e-marketplace**?

E-marketplace is the marketplace where products and services are bought and sold to consumers through the Internet.

## What are **emotional barriers**?

Emotional barriers are a belief or feeling that obstructs the perception of a message.

## What is an **emotional motive**?

Emotional motives are sentiments consumers have, motivating them to buy.

## What are **enterprise resource planning (ERP)**?

Enterprise resource planning software is designed for a company to strategically unite all aspects of their business management.

## What is an **environmental scan**?

Environmental scanning is a method used to analyze the sway of the market and its effect on a business.

## What is **e-tailing**?

E-tailing is a method retailers use the Internet as an avenue for their consumers to buy.

## What are **ethics**?

Ethics are the cognitive awareness of personal morals that direct our external behaviour.

## What is **everyday low prices (EDLP)**?

Everyday low prices are the prices that remain low in comparison to the competition.

## What is **exclusive distribution**?

Exclusive distribution is having the sole distribution of a product in an identified area.

## What is an **experimental method**?

An experimental method is a method used for tracking information; observation is recorded when some marketing elements are changed, while others remain consistent.

## What is **extensive decision-making**?

Extensive decision-making is a technique used to come to a determination with a new product or service.



# F | TERMS

## What is **feature-benefit selling**?

Feature-benefit selling is matching the traits and elements of a product or service to a consumers requirements and demands.

## What is **feedback**?

Feedback is the information given after the consideration one has to an experience.



## What is **flexible-price policy**?

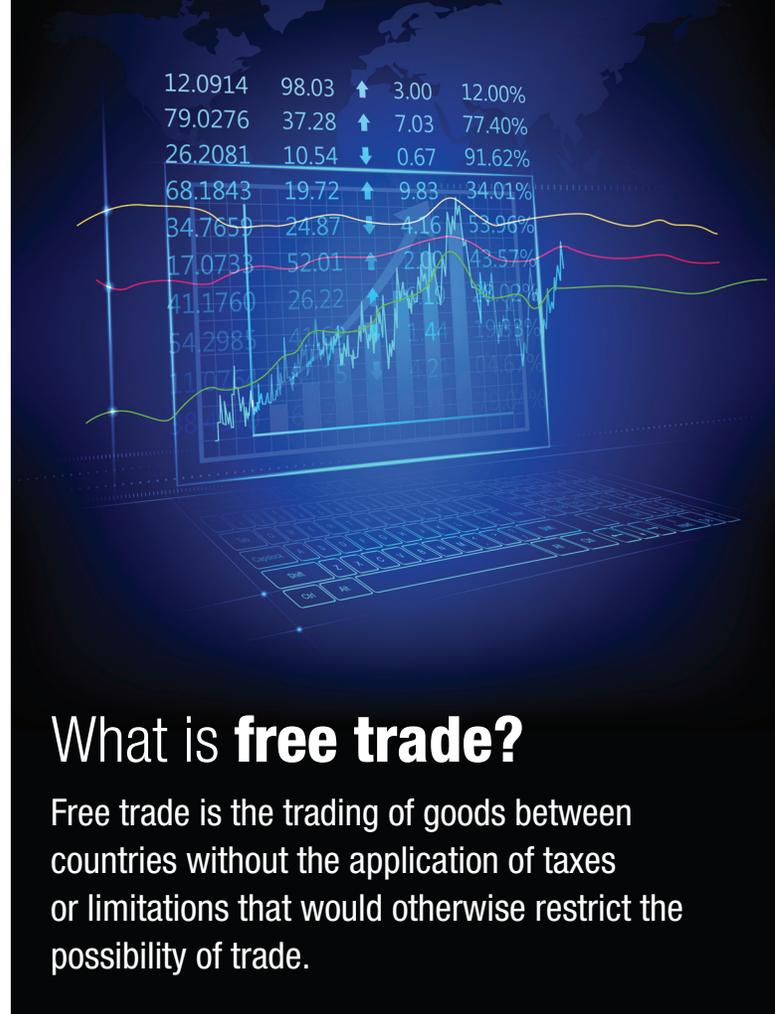
Flexible-price policy is a policy that allows customers to negotiate a price with the seller.

## What is a **franchise**?

A franchise is a business that operates under the umbrella of a franchisor.

## What is a **free enterprise system**?

Free enterprise system is a system put into place for individuals to start-up a small business and operate without government involvement.



## What is **free trade**?

Free trade is the trading of goods between countries without the application of taxes or limitations that would otherwise restrict the possibility of trade.

## What is **freight-on-board**?

Freight-on-board is when the delivery to a location is included in the price of the product that the customer agrees to pay the seller.



# G | TERMS

## What are **generic brands**?

Generic brands are products that are not associated with a specific brand.

## What is **geographical pricing**?

Geographical pricing is a method used to adjust prices due to logistics.

## What is **geographics**?

Geographics is the separating the market based of consumer location.

## What is **global business**?

Global business is a business that sells to multiple countries outside of the country where it resides.

## What is **globalization**?

Globalization is the sale of the same product, using the same marketing methods in multiple countries.

## What is **goods**?

Goods are the tangible products that have a dollar value for the purpose of trade.

## What is **graphic design programs**?

Graphic design programs are the software designed to create, alter and refine images.



## What is **green marketing**?

Green marketing are products and services that sustain and support the efforts to protect the environment.

## What is **gross domestic product (GDP)**?

a country's labour and resources used for the production of products and services.

## What is **gross national product (GNP)**?

a country's total dollar value accumulated through it's products and services.

# H | TERMS

## What is a **headlines**?

Headlines are the words or phrases that draws in an audience, capturing their desire to know more.

## What is a **home page**?

A home page is the main page of a website that allows a reader to identify a company and navigate to discover more information about them.

# I | TERMS

## What is an **illustration**?

Illustrations are the artwork displaying an image, picture, or sketch that is used in an advertisement.

## What are **incentives**?

An incentive is a reward or rebate offered to motivate one to buy a product or service.

## What are **independent variable**?

An independent variable is a variable that is controlled or manipulated by the researcher

## What is **institutional advertising**?

An advertising technique used to create a socially-conscious image for a company through an act of goodwill.

## What is an **institutional promotion**?

a promotional technique used to create a socially-conscious image for a company which encourages goodwill.

## What is **integrated distribution**?

a system designed for manufacturers to distribute their own products at a wholesale and retail level.

# J | TERMS

## What is a **jargon**?

specific words and phrases used within a particular field, business, trade, or industry.

## What is **just-in-time (JIT) inventory system**?

a system used for inventory purposes that tracks the movement of materials within a manufacturer.

# L | TERMS

## What is a **label**?

A label is a tag or sticker that provides written information.

## What is **licensing**?

Licensing is the the procedure of granting a company the ability to use a patent, trademark or name for a royalty fee.

## What is a **loaded question**?

A loaded question is a question that attempts to illicit a specific response through influential language.

## What is a **loss leader**?

A loss leader is a product or service priced too low to make a profit for the purpose of attracting customers.

# M | TERMS

## What is a **market**?

Market is the demographic in which a company targets to sell their products or service.

## What is a **market economy**?

Market economy is an economic strategy used for decision making in the production and distribution of products.

## What is **market intelligence**?

Market intelligence is the critical data collected that pertains to a product or service within a specific market.

## What is a **market segmentation**?

Market segmentation is a practice where information is collected from a group of customers to streamline them into multiple, more precise target markets.

## What is **market share**?

Market share is the percentage of total sales volume that determines a company's influence in a particular market.



## What is **marketing**?

Marketing is the identifying a need or want in the marketplace and responding to it.

All business activities focused on developing, expanding and facilitating the profitable introduction and promotion of a company's products and/or services. Traditionally, this is taken to include the "4Ps" Product, Price, Promotion and Place.



## What is a **marketing concept**?

A marketing concept is the idea a company uses to meet the needs and wants of a marketplace.

## What is a **marketing information system**?

Marketing information system is a system used to produce, hold, examine and distribute information for the purpose of forming business decisions.

## What is a **marketing mix**?

Marketing mix is the four basic strategies used in marketing; product, placement, price and promotion.

## What is a **marketing plan**?

Marketing plan is a formal statement of a company's goals, objectives, strategies and direction.



# N | TERMS

## What are **national brands**?

National brands are brands that are owned and made by national manufacturers.

## What is a **nonprofit organization**?

A nonprofit organization is an organization that operates like a business, but returns the profits back into the cause.

## What is a **news (press) release**?

A news release is an announcement from a company that is delivered to the media with the hope that they will use it as the basis of a written news story.

Typically, news releases are mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, or television networks.



# O | TERMS

## What is an **objection analysis sheet**?

Objection analysis sheet is a list of anticipated objections and the probable responses to them.

## What are **objections**?

Objections are concerns and apprehensions a customer may have about making a purchase or partnering with a service.

## What is an **observation method**?

Observation method is a method where human interactions are noted and the information is recorded for research purposes.

## What is **online advertising**?

Online advertising is advertising via the Internet.



## What are **open-ended questions**?

Open-ended questions are question that allows one to consider their own thoughts and form their own answer.



# P | TERMS

## What is a **paraphrase**?

Paraphrase is a rephrasing of a statement or question.

## What is **penetration pricing**?

Penetration pricing is pricing a new product or service in the marketplace at an exceptionally low dollar amount.

## What is a **planogram**?

Planogram is a computer-generated diagram that demonstrates a plan, showing how products are to be put on display in a store.

## What is a **point-of-purchase display (POP)**?

Point-of-purchase display is a promotional display set-up with products, typically using signage that will attract a target market.

## What is **point-of-sale research**?

Point-of-sale research is research through observation and interviews to understand buying behaviour.

## What is a **point-of-sale system**?

Point-of-sale system is a technique of using a computerized cash register to collect information at the point-of-sale to be used for future purposes.

## What is a **pre-approach**?

Pre-approach is preparing before meeting with a potential client or customer.

## What is **presentation software**?

Presentation software is software designed to produce multimedia presentations.

## What is a **price**?

Price is the value of a product or service.

## What is a **price bundling**?

Price bundling is the bundling of multiple products or services packaged together for one price.

## What is **price competition**?

Price competition is the pricing of a product or service competitively to attract customers.

## What is **price discrimination**?

Price discrimination is the divergent pricing for similar customers.

## What is **price fixing**?

Price fixing is an agreement between competitors to a price range, which they will use to set their own price.

## What is **price gouging**?

Price gouging is the setting of prices higher when the demand for a product or service rises.

## What is **price lining**?

Price lining is an approach that restricts the number of prices for a specific group or product line.

## What is **primary data**?

Primary data is the initial data collected for research into a specific problem.

Primary research is data collected in the field, directly from the customer.



## What is **print media**?

Print media is the communication and advertisement through direct mailers, signage, magazines, and newspapers.



## What is **product depth**?

Product depth is the multitude of products within a product line.

## What is a **product features**?

Product features are the characteristics of a product that make it unique.

## What is a **product item**?

Product item is a specific product within a product line that has different features than other products.

## What is a **product life cycle**?

Product life cycle are the various stages a product goes through over the span of a product's life.

## What is a **product line**?

A product line is a group of products that are related to each other and manufactured or sold by a company.

## What is **product mix**?

A product mix is various products manufactured or sold by a company.

## What is a **product mix pricing strategies**?

Product mix pricing strategies are a mix of strategies used to maximize the profit from a group of products by adjusting the pricing.

## What is a **product modification**?

Product modification is an adaptation made to an existing product.

## What is **product planning**?

Product planning is the thought process considering the attributes of a product or service before being brought to market.

## What is **product positioning**?

Product positioning a product's image which separates the product from the competition.

## What is **product promotion**?

Product promotion is a technique used by companies to attract customers to their products or service.

## What is **product research analyzing**?

Product research analyzing is the design, presentation and usage of a product, as well as the consumer's preference.

## What is **product width**?

Product width is the span of different product lines within a company.

## What is **production**?

Production is the operation of creating and manufacturing a product or service.



# What is **productivity**?

Productivity is the measuring of the amount of work produced over a period of time.



## What is a **promotion**?

A promotion is the bringing of exposure to a product or service in a way that will attract potential customers.

## What is **promotional advertising**?

Promotional advertising is a product or service advertisement used for the purpose of increasing sales.

## What is a **promotional mix**?

Promotional mix is the blending strategies and cost effective resources for the purpose of promoting.

## What is **promotional pricing**?

Promotional pricing is the purposefully reducing prices for a period of time to promote a product or service.

## What is a **promotional tie-ins**?

Promotional tie-ins is a strategy where a deal is made between two or more companies to increase sales.

## What is a **prospect**?

A prospect is a potential client or customer.

## What are **psychographics**?

Psychographics is a study based on consumer psychology.

# What is **public relations**?

Public relations is the exposure to influence an audience through a perceived image.

Typically a news story is picked up by one of the news media, but also includes company-controlled activities and vehicles such as annual reports, lobbying, special events, and so on.



## What is **publicity**?

Publicity is a method used to bring awareness of a product, service, or company to the attention of an audience.

## What is a **pull policy**?

Pull policy is a policy created by a company for the purpose of directing promotions toward consumers.

## What is a **push policy**?

A push policy is a policy created by a manufacturer to sell their product at a lower price to a retailer.

## Q | TERMS

### What is **qualitative research**?

Qualitative research is research that focuses on a small group of a specific target market.

### What is **quantitative research**?

Quantitative research is research that focuses on how many or how much.

## R | TERMS

### What is a **rational motive**?

A rational motive is a conscious and rationale reason for making a purchase.

### What is **respondent**?

A respondent is an individual that provides data to be collected during the research process.

### What is **return on investment (ROI)**?

A return on investment is a calculation that estimates the profitability of a product.

### What is a **revolving accounts**?

Revolving accounts are accounts where the retailer authorizes the credit limit and repayment terms.

## S | TERMS

### What is a **sales promotion**?

A sales promotion marketing is a techniques used to stimulate the market and generate sales.

### What is **secondary data**?

Secondary data is data that was previously collected and used for current research.

### What is a **segmented pricing strategy**?

A segmented pricing strategy is a strategy that uses more than one price for a product, even when there is no difference in the cost of the product.

### What is **selective distribution**?

Selective distribution is when limits are put on the number of retailers selling a product.

### What is **situation analysis**?

Situational analysis research is research into internal and external aspects that influence a marketing strategy.

### What is **skimming price**?

Skimming pricing is a price set very high for a new product.

### What is a **slogan**?

A slogan is a word or a phrase that identifies a company or a product in the marketplace.

### What is source **marking**?

marking the price on a product before it reaches the retailer, often corresponds with a universal product code.

### What is a **specialty media**?

items used for giveaways that are marked with a company's name, logo, or slogan for the purpose of advertising.

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## T | TERMS

### What is a **taste test**?

A rational motive is a conscious and rationale reason for making a purchase.

### What is a **test market**?

A procedure used when a new product or service is offered to a small scale market to test its success. Typically, products or services that are successful in test markets get launched onto bigger markets.

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## V | TERMS

### What is a **video focus groups**?

The ability to conduct real time focus groups with participants situated at different physical locations using video

### What is a **viewing room**?

A room where researchers observe a focus group through a one way mirror.

### What is a **survey method**?

A survey method is a method used to collect information through surveys or questionnaires.

### What is **SWOT analysis**?

SWOT analysis is an analysis that evaluates the strengths, weaknesses, opportunities, and threats before making a decision.

### What is a **trade area**?

The geographic area that represents where a business's customers are coming from. The size are vary greatly from a part of a city to an entire nation.

### What is a **trend data**?

Survey responses demonstrating the change in views and perceptions about a particular topic over time.

### What is a **viral marketing**?

The effective way or advertising or producing brand exposure through social networks. This technique spreads throughout the network rapidly by word of mouth or by internet resources like e-mail, blogs or other services. Similar to a computer virus, this marketing effort replicates and spreads quickly. The cost of such a campaign is relatively low compared to the high rate of exposure to the target audience.