Psychographic - people's attitudes, <u>aspirations</u>, and other psychological criteria that we can use to categorise and target them.

**Measurement** - how we will measure our work to evaluate its impact.

**Consumer - someone that might buy a** product or service or engage with a brand.

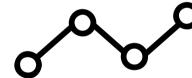
Objectives - the specific, measurable goals we set at the beginning of a

campaign.

**Economic - money money money and** what we do with it!

SEO (search engine optimisation) making a website visible in search results - often focussed on Google.

**Backlinks** - an incoming <u>hyperlink</u> from a web page to our client's website.



PR (Public relations) - what we do! We drive word of mouth, build awareness and sell products and services.

> **Stakeholder** -the people with a vested interest in the clients we work for and the campaigns we deliver.

> > **Machine learning** - using computer systems to help us to read data and inform future decisions at scale think reading social media analytics data and learning what and when to post.

**Surveys** - collecting real data from real people to identify patterns or trends

**Analysis** - reviewing data from our work to measure results - for example PR coverage, website traffic or social media activity.

> Al (artificial intelligence) - using systems like ChatGPT to help us to write, research, design and much much more!

**User Generated Content (UCG) -**

original, brand-specific content

created by customers and published

on social media.

Newsjacking - taking advantage of current events or news stories to drive coverage or awareness of our clients.



**Algorithm** - this is how Google and Facebook and other social networks decide to show in their news feeds.

> **Environment-** the world ground us and how we look after it!

> > Data - this might be clients sales figures, customer demographics, industry information etc...

**Impact** - measurable results such

as bums on seats or moving products off shelves.

## Data Glossary Cheat Sheet

**Audience** - the people we are

targeting with a campaign.

**Coverage** - when magazines or

newspapers write about our clients

(still the very best bit of the job!)

INTELLIGENCE - using data to inform planning and strategy when creating campaigns

News Agenda - what the newspapers or broadcast media are talking about right now.

Trends - what's hot? What's not? What's emerging in an industry or taking over a social network.

**PR story - targeting media with stories** about a business and the people behind the scenes, it gives a brand personality, making it easier for people to know who they are, and to understand their values and trust them.

> **KPIs (Key performance indicators)** targets that help us to measure our results against our objectives.

**Ideas -** content that tells stories.

**Research** - using websites, newspapers, talking to people and anything else we can think of to find out as much as there is to know about a subject before we dive in!

**Influence - engaging with advocates** such as journalists or influencers to amplify messaging.

Social media - you know this one -Facebook, Twitter, Instagram, Threads, Pinterest, Linkedin, YouTube

