

### Glossary of Marketing

Welcome to my book. Well, it's kind of a book. It has words and everything.

If you are new to the marketing world, or if you have a real job, in the course of reading this so-called book you will find there may be terminology that is disorienting. This is because marketing people speak a language that is unsettling to the human ear, mystifying to the human mind, and an affront to the human soul.

To help you through this bewildering experience, I have created a glossary of terms that can help you understand what marketing people actually mean when they speak.

#### Glossary of Marketing Terminology

**Content** - anything

**Branded content** - anything with a logo

**Compelling content** - content

**Storyteller** - copywriter

**Engage** - bother

**Brand architect** - account executive

**Authentic** - tru-ish sounding

**Transparent** - tru-ish looking

**Conversation** - retweet

**Follower** - online stranger who wants something from you for nothing

**Advisor** - LinkedIn term for unemployed

**Community** - online strangers who once accidentally clicked your link

**Meaningfulness** - (no one knows)

**Branding** - anything with a logo on it (see "content")

**Activation** - when marketing people do something

**Workshop** - meeting

**Roundtable** - meeting

**Summit** - meeting

**Town hall meeting** - meeting

**Training session** - Powerpoint-induced napping opportunity

**Webinar** - digitally delivered Powerpoint-induced napping opportunity

**Traditional** - derogatory term by bad marketing people for anything they can't do well

**Brand advocate** - customer

**Brand ambassador** - customer

**Brand love** - what every marketer believes every customer feels about his brand; hands-free masturbation

**Passionate** - opportunistic

**Evangelist** - inflexible bore

**Data-driven** - unimaginative

**Brand purpose** - something our CEO's spouse is into

**Disruptive** - something our CEO's daughter is into

**Target audience** - people like us

There are probably several other marketing terms you'll come across that you won't understand. Don't worry. We don't understand them either.

**Dieses Glossar fügt Ihren Ansichten über Marketing erheblichen Schaden zu.**