



MARKETING ACRONYM CHEAT SHEET

MARKETING

AIDA	Attention, Interest, Desire, Action
API	Application Programming Interface
B2B	Business to Business
B2C	Business to Consumer
CMGR	Community Manager
CMS	Content Management System
CPM	Cost Per Thousand
CPC	Cost Per Click
PPC	Pay Per Click
CR	Conversion Rate
CRO	Conversion Rate Optimization
CTA	Call To Action
CTR	Click Through Rate
EDDM	Every Door Direct Mail
EM	Email Marketing
ESP	Email Service Provider
GA	Google Analytics
HTML	Hyper Text Markup Language
ISP	Internet Service Provider
KPI	Key Performance Indicator
PV	Page Views
ROI	Return On Investment
RTD	Real Time Date
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SMB	Small and Midsize Business
UGC	User Generated Content
UI	User Interface
UX	User Experience

SOCIAL MEDIA

DM	Direct Message
EZine	Electronic Magazine
FB	Facebook
G+	Google+
IG	Instagram
IM	Instant Message
LI	LinkedIn
MT	Modified Tweet
PM	Private Message
RT	Retweet
SM	Social Media
SMM	Social Media Marketing
SMO	Social Media Optimization
SMP	Social Media Platform
SN	Social Network
SPOI	Social Return on Investment
UGC	User Generated Content
WP	Word Press