THINKING OUTSIDE THE BUZZWORD BOX

GROWTH HACKING
The process of rapid experimentation across marketing channels and product development to identify the most effective, efficient ways to grow a business.

DIGITAL DISRUPTION
When new technologies or business models emerge and disrupt an existing market. An example is Uber, which uses smart technology to tap into consumer demand for greater convenience and has become a leader in an established market (beating the term “disruptor”).

INTERNET OF THINGS (IoT)
Everyday devices, such as smart fridges and automated lighting, which are connected over the Internet, enabling them in turn to send and receive data and communicate with each other.

HUSTLING
A combination of skills and traits to communicate and persuade effectively in business-to-business marketing.

EVERGREEN CONTENT
The technique of discovering and gathering third party content based around a specific topic and promoting the information in an organized and interesting way.

NEWS-JACKING
Creating content in order to capitalize on news in the news and trending topics on social media with the aim of raising awareness about a product or brand.

CONTENT CURATION
When a brand uses content to engage its audience and create a brand perception of authority and transparency. The principles and success factors are closely related with word-of-mouth and social sharing.

STORYTELLING
Large data sets that can be gathered and analyzed computationally to see patterns and trends, particularly in relation to human behavior. Used by internet giants like Google, Facebook and Amazon to better understand and predict customer interactions.

OMNI-CHANNEL MARKETING
Providing customers with a seamless experience, regardless of channel or device, e.g., across social media, brick and mortar stores, online, and more. Unlike multi-channel, omni-channel anticipates that customers may start in one channel and move to another on the path to conversion.

INFLUENCERS
Individuals who have the power to build trust and loyalty among their audience and therefore the ability to engage, persuade and endorse via active online presence, usually on social media.

EARLY ADOPTER
An individual or business who uses a new product or technology before others. A trendsetter.

MANAGING EXPECTATIONS
Establishing advocacy, particularly with a client, what can realistically be achieved or delivered by a project. Often a euphemism for “It’s going to be later or ‘I’m not going to happen’.”