

MARKETING ACRONYMS

API: Application Programming Interface

BANT: Budget, Authority, Need, Timeline

CMS: Content Management System

CPA: Cost per Acquisition

CPC: Cost per Click

CTA: Call to Action

CTR: Click Through Rate

GA: Google Analytics

KPI: Key Performance Indicator

PPC: Pay-Per-Click

QR Code: Quick Response Barcode

ROAS: Return on Ad Spend

ROI: Return on Investment

RSS: Rich Site Summary

SEM: Search Engine Marketing

SEO: Search Engine Optimization

SMM: Social Media Marketing



Connection starts with great stories.