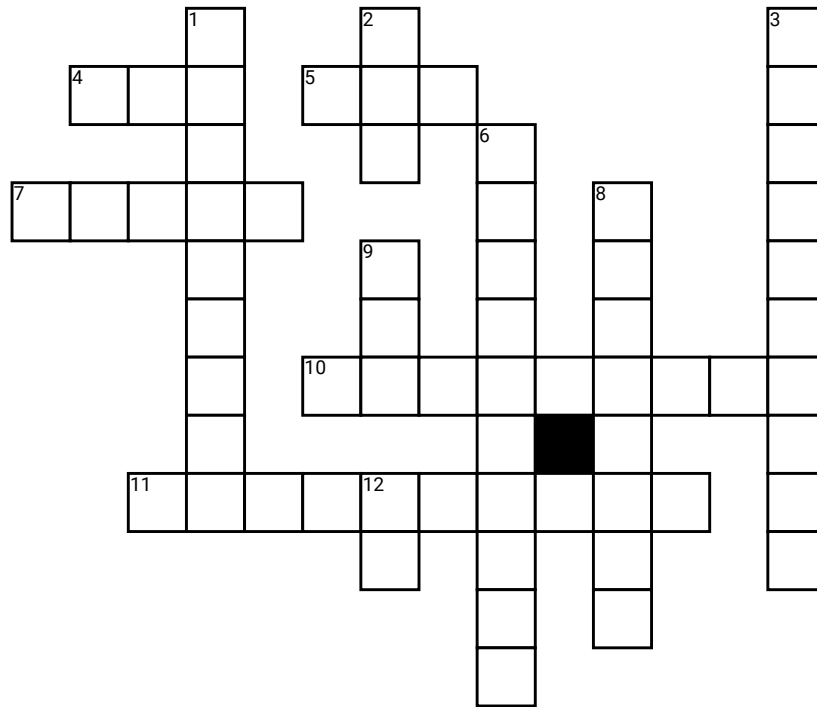


Jargon Buster



Across

4. A measurable value that can demonstrate how effectively a company is reaching its objectives. For example, if doing research on the effectiveness of schooling, the students' grades act as a Key performance indicator

5. Business to consumer marketing. Marketing a product/service to the general public.

7. The written instructions given to you as a content creator / designer, that outline the specifics of a job or task set to you by your client.

10. The daily sheet for a production that lists all the scenes to be shot that day

11. A call between the client and the research/strategy side of the marketing team, led by marketing, to update the client on the current progress of any projects you are working on. This happens often when you are freelance, or when you are working for a client remotely.

Down

1. The sheet on which all employees sign in and sign out to show the hours they've worked. One of the most disliked phrases in any office setting.

2. Business to business marketing. Marketing business-oriented products/services to a business audience. Usually focussed around 'helping' other business to reach more customers.

3. Testing the audience's responses to 2 versions of an ad, promotion e-mail or website with 1 element altered in each, i.e. one ad says "Buy Now" while the other says "Buy Today", to see which method is more effective.

6. An open call for auditions involving a mass interview of numerous hopeful models/actors/contributors to your creative project.

8. The total amount of money entering and leaving the business, broken down into net income and overheads (costs), determining the total profit earned/lost.

9. An instruction you leave with your audience, persuading them to take an action after seeing your promoted content. It could be "buy now", "sign up here" or simply "subscribe to our channel".

12. Short-hand for "user experience"