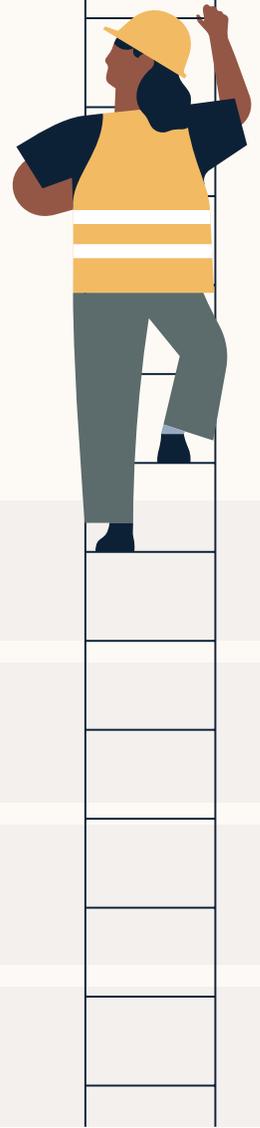


Connect Your

Brand to Demand

Pocket Guide

The Ultimate
Glossary of Brand
Building Terms



A



Acquisition

Customer acquisition refers to gaining new customers, or selling products to customers. It is a process used to nurture consumers down the marketing funnel from brand awareness to purchase decision. The cost of acquiring a new customer is referred to as customer acquisition cost (or CAC for short).



Activation

Activation refers to marketing activity that moves customers to the next stage. In performance marketing, growth marketing, demand generation and sales, this typically means a short-term sales cycle.

Though activation is helpful in exciting prospects and achieving short-term goals, customers tend to forget about their purchase/conversion activity as well as the brand — and move on quickly. This is why investing in both long-term brand building and short-term activation is important.



Availability heuristic

A “mental shortcut” where there’s a tendency to use information that comes to mind quickly. The decisions are based on familiar facts, emotions, and images that are “top of mind” and easily-recalled. If your brand elicits positive sentiment and is memorable after repeat brand exposure, then your brand is more likely to come to mind more easily.

The top drivers of mental availability are:

- Maximizing reach
- Using distinctive, memorable assets
- Using effective messaging that resonates

B



Brand awareness

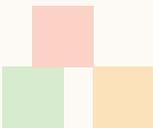
Brand awareness is foundational — exposing current and future prospects to your organization, products and services so that you're more likely to join their consideration set when they're ready to make their next purchase.

When chosen as an “objective” in LinkedIn Campaign Manager, this can maximize share of voice on LinkedIn by optimizing towards reach or impressions.



Brand equity

Brand equity represents the value of customer perception of the brand.



Brand lift testing

Brand lift testing is a self-serve tool you can use to measure impact of LinkedIn ads on your brand. It works by taking a baseline of your brand's perception (via a control group), and then testing the brand impact of your ads against key brand metrics.



Absolute brand lift

A type of brand lift testing, Absolute Brand Lift is a metric that measures the impact of your ads by showing the difference between response rate from members who saw your ad — compared to that of the members who didn't see the ad.



Brand salience

Brand salience is a metric that measures how well and how frequently people notice, recognize, and consider your brand.

C



Campaign objectives

Campaign objectives are the marketing objectives you can select for your campaign in LinkedIn Campaign Manager.

Within Campaign Manager, you can choose Awareness, Consideration, or Conversions.



Category flexibility

Category flexibility refers to when a company's brand equity is strong enough to be able to offer more than one solution to the market — giving the brand more flexibility to expand.



Competitive moats

Similar to moats that protect castles, a brand's competitive moat protects the company's market share and profitability by having distinct advantages over competitors.



Customer loyalty

Customer loyalty is earned by providing customers with experiences that are memorably and consistently positive. A key indicator is the customer's willingness to make repeat purchases from the same brand — even if the price isn't the lowest.

E



Emotional messaging

Messaging that appeals to the audience's emotions — to influence brand perception and purchase decisions.

Emotional messaging is key to making your brand part of the easy recall with mental availability. As long as the advertising is engaging, people will pay attention and remember it. Before customers come to market, in a buying scenario, they should be primed with repeated, memorable exposure to your brand.

Historically, B2C brands have used emotional messaging and B2B brands use rational messaging. Today, B2B brands must use emotional messaging to build their brands and drive long-term growth.

F



Fame

How well-known a brand is within its own category.



Frequency

Members typically require multiple exposure opportunities to an advertiser's content before they convert. Average frequency is the average number of times each member account is shown an ad during the campaign's duration.

H



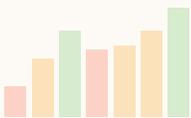
High quality audiences

Simply put, quality audiences are those who are more likely to convert in response to your call to action. This relies on delivering the right ad to the right person at the right time.

LinkedIn audiences are unique because they already have an intention to learn and grow, and to be more productive and successful. As a result, they're more interested in learning about brands on LinkedIn compared to other platforms.

With more than 774 million members and 57 million companies active on the LinkedIn platform, advertisers can reach multiple members of the buying committee — as well as enhance brand awareness and perception with future buyers.

L



Long-term sales

Where conversion happens after an extended period of time.

M



Mental availability

Mental availability is the propensity of the brand to be thought of in buying situations.

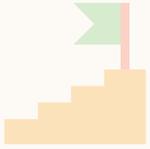
P



Pricing power

A brand's ability to raise prices as their customers' sensitivity to price decreases.

R



Reach

Number of unique member accounts that are shown an ad at least once during the campaign.

S



Share of voice (SOV)

Use share of voice to compare brand awareness on different marketing channels against your competitors.



Share of market (SOM)

Market share is the percentage of the total revenue or sales in your market category that your company owns — by revenue or number of customers.



Share of mind

The degree to which there is mental availability associated with your brand.



Short-term sales

Where conversion happens fairly quickly.

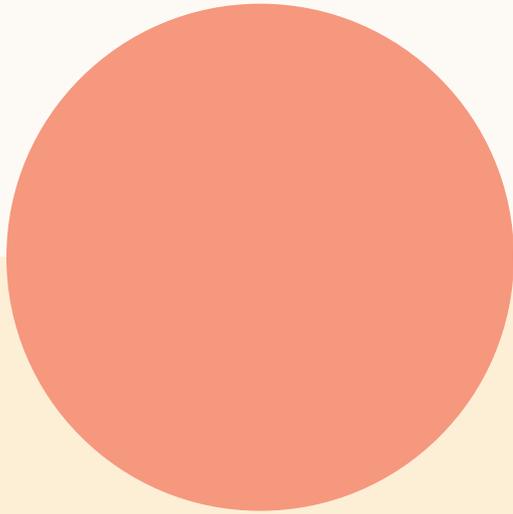
Short-term conversion strategies — for example, rational messaging — tend to encourage and excite prospects to drive demand and achieve short-term sales goals.

Build your brand strategy on LinkedIn

Tips to growing a long-lasting brand

[Get the guide](#)





About LinkedIn

LinkedIn operates the world's largest professional network on the Internet with more than 774 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

Relationships matter

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

