

Content Marketing Glossary

Term	Definition
Advertorial	An advertorial is an advertisement in the form of editorial content. The term "advertorial" is a hybrid of "advertisement" and "editorial."
Associative Branding	Additional content created after a show is produced, designed to air in commercial time and to connect the brand with the show. Celebrity endorsement may be a component.
Brand Integration	Integrating brands into existing content (e.g. automotive usage in a dramatic series).
Brand Publishing	Brand Publishing refers to the process of publishing materials with a branding objective rather than an editorial objective.
Branded Content/Entertainment	Advertiser funded broadcast, print, or digital content that is meant to entertain, inform, or influence. Has a benefit to the consumer not just to the brand. "Pull marketing" vs. "Push marketing".
Content	Data used to convey some type of message. On the Web, content can be text, graphics, videos, audio clips, etc. The shape content takes online is often determined by its intent; therefore, content can be shaped and delivered in countless ways, by countless tools (animation, PDF, HTML, streams, etc.).
Content Channels	A term used to identify where a client's content "lives" and is available to users. A channel may be the client's website, email messages, a Facebook page or anywhere else the content is distributed. Not limited to the digital space.
Content Curation	Curation encompasses the life span of a piece of content: invention, gathering, maintenance, removal and even replacement. The goal is to ensure the content is always relevant and "reader ready." Curation does not stop at publication/dissemination.
Content Marketing	Content marketing is the marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience. Content marketing subscribes to the notion that delivering high-quality, relevant, and valuable information to prospects and customers drives profitable consumer action.
Content Strategy	The practice of planning for the creation, delivery and maintenance of content. A strong content strategy includes detailed plans for defining, creating, publishing and curating useful, relevant and engaging content for an Advertiser and its users.
Content Distribution Module	The content distribution module is for managing distribution of content from a single central website to one or many remote websites via web services.
Infographic	Information graphics, or infographics, are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.
Internal Link	An internal link is a type of hyperlink on a webpage. Links are considered either "external" or "internal" depending on their target. Generally, a link to a page outside the same domain is considered external, whereas one that points at another section of the same webpage or to another page of the same website or domain is considered internal.
Meta Description	The description attribute, housed within a meta tag in the webpage <head> area, is supported by most major search engines. The description attribute provides a concise explanation of a Web page's content. This allows the Web page authors to give a more meaningful description for listings than might be displayed if the search engine was unable to automatically create its own description based on the page content. The description is often, but not always, displayed on search engine results pages, so it can affect click-through rates.
Native Advertising	Native Advertising refers to advertising placements that reside outside of traditional ad units and fit in within the media outlet's natural user experience. Native Advertising only makes sense within the context of a marketer and a media partner: the marketer and media partner work together to design promotional integrations that fit brand objectives and at the same time fit into the editorial design and experiences of the media vehicle.
Paid Content	Paid content is content on the Internet – such as text, graphics, video and downloads – which is paid for. Paid content is usually copyrighted.
Product Integration	The product is seen and referenced within existing content.
Product Placement	The product is seen but not necessarily referenced within existing content.
Remarketing/Retargeting	Re-messaging various messages to a collective pool of participants based on the pools the buyer/client creates; usually involves collecting data by pixelating the advertiser's website. Essentially, it is showing a message more than once to a consumer, in hopes that they respond to the content/offer.
Roadmap	A roadmap is a plan that matches short-term and long-term goals with specific solutions to help meet those goals. It helps reach a consensus about a set of needs the client requires to be met, provides a mechanism to help forecast the production development, and it provides a framework to help plan and coordinate the project.
Storyline/Plotline Integration	Incorporating a brand and its attributes into a story or plotline (e.g. character needs a new, eco-friendly vehicle because she's going away to university; integrate in a test drive with the sales person explaining the ecology of the vehicle)
Syndication	Taking a piece of content and distributing it on several different channels.
Sponsorship	A brand or marketer funds a segment of editorial content, and is in exchange called out for doing so (via an immediately preceding announcement, banner advertising or logo placement). The brand gains adjacency with the editorial content but it is not fully integrated in the content, as would be the case with Product Placements or Branded Content.