

HALKLA İLİŞKİLER VE TANITIM – MESLEKİ İNGİLİZCE-1

(2. HAFTA DERS NOTU)

KAPSAM: "Dijital medya" (dijital pazarlama, halkla ilişkiler ve marka iletişimi vs.)

İngilizce Terim	Türkçe Karşılığı	Örnek Cümle (Simple Present Tense)
1. Audience engagement	İzleyici etkileşimi	A brand values <u>audience engagement</u> on social media.
2. Analytics	Analitik / Veri analizleri	The company uses <u>analytics</u> to measure campaign success.
3. Advertisement	Reklam	An <u>advertisement</u> promotes a product to potential customers.
4. Algorithm	Algoritma	The platform changes its <u>algorithm</u> frequently.
5. Awareness campaign	Farkındalık kampanyası	The organization runs an <u>awareness campaign</u> every month.
6. Affiliate marketing	Satış ortaklığı pazarlaması	<u>Affiliate marketing</u> connects brands with online promoters.
7. App optimization	Uygulama optimizasyonu	A developer improves <u>app optimization</u> for better performance.
8. Audience targeting	Hedef kitle belirleme	A marketer uses <u>audience targeting</u> to reach the right people.
9. A/B testing	Karşılaştırmalı test	<u>A/B testing</u> helps a brand choose effective content.
10. Artificial intelligence (AI)	Yapay zeka	<u>AI</u> analyzes consumer behavior in real time.
11. Brand awareness	Marka farkındalığı	The company increases <u>brand awareness</u> through social media.
12. Brand identity	Marka kimliği	A logo reflects the <u>brand identity</u> of a company.
13. Brand loyalty	Marka sadakati	<u>Brand loyalty</u> keeps customers coming back.
14. Brand image	Marka imajı	A strong <u>brand image</u> attracts more clients.
15. Brand storytelling	Marka hikâyeleştirmesi	<u>Brand storytelling</u> connects emotionally with the audience.
16. Blog post	Blog yazısı	A blogger writes a <u>blog post</u> every week.
17. Bounce rate	Hemen çıkma oranı	A high <u>bounce rate</u> shows that users leave quickly.
18. Buzz marketing	Ağızdan ağıza pazarlama	<u>Buzz marketing</u> creates excitement around a product.
19. Banner ad	Afiş reklamı	A <u>banner ad</u> appears on websites to attract attention.
20. Brand ambassador	Marka elçisi	A <u>brand ambassador</u> represents the company in public.
21. Content marketing	İçerik pazarlaması	<u>Content marketing</u> builds trust with the audience.
22. Conversion rate	Dönüşüm oranı	A high <u>conversion rate</u> shows campaign effectiveness.
23. Customer journey	Müşteri yolculuğu	The marketing team maps the <u>customer journey</u> carefully.
24. Call to action (CTA)	Eylem çağrısı	A <u>CTA</u> encourages users to click or subscribe.
25. Community management	Topluluk yönetimi	<u>Community management</u> keeps online followers engaged.
26. Campaign	Kampanya	A PR team launches a <u>campaign</u> every season.
27. Click-through rate (CTR)	Tıklanma oranı	<u>CTR</u> shows how many people click on an ad.
28. Content creation	İçerik üretimi	<u>Content creation</u> requires creativity and planning.
29. Customer feedback	Müşteri geri bildirimi	<u>Customer feedback</u> helps companies improve services.
30. Cross-promotion	Karşılıklı tanıtım	Two brands use <u>cross-promotion</u> to expand audiences.
31. Digital marketing	Dijital pazarlama	<u>Digital marketing</u> reaches audiences online.
32. Data analysis	Veri analizi	<u>Data analysis</u> supports strategic decisions.

İngilizce Terim	Türkçe Karşılığı	Örnek Cümle (Simple Present Tense)
33. Display advertising	Görsel reklamcılık	Display advertising uses banners and images to attract users.
34. Direct message (DM)	Doğrudan mesaj	A follower sends a DM to ask questions.
35. Domain name	Alan adı	A domain name represents a brand online.
36. Digital footprint	Dijital ayak izi	Every user leaves a digital footprint on the internet.
37. Demographics	Demografik veriler	A marketer studies demographics to understand audiences.
38. Data-driven marketing	Veriye dayalı pazarlama	Data-driven marketing improves decision-making.
39. Display network	Görüntüleme ağı	A display network shows ads across multiple websites.
40. Digital transformation	Dijital dönüşüm	Digital transformation changes how organizations operate.
41. Engagement rate	Etkileşim oranı	The engagement rate measures audience interaction.
42. Email marketing	E-posta pazarlaması	Email marketing sends targeted messages to subscribers.
43. E-commerce	Elektronik ticaret	E-commerce allows customers to shop online.
44. Editor	Editör	An editor checks every post before publishing.
45. Earned media	Kazanılmış medya	Earned media increases credibility for a brand.
46. Event marketing	Etkinlik pazarlaması	Event marketing promotes products through live experiences.
47. Engagement	Etkileşim	High engagement improves brand visibility.
48. Endorsement	Onaylama / Destekleme	A celebrity endorsement boosts brand trust.
49. Exposure	Görünürlük	Media exposure increases public awareness.
50. Editorial calendar	Yayın takvimi	A team follows an editorial calendar for content planning.
51. Follower count	Takipçi sayısı	The follower count shows a brand's popularity.
52. Feedback loop	Geri bildirim döngüsü	A feedback loop improves communication quality.
53. Frequency	Sıklık / Frekans	The team measures ad frequency for better results.
54. Funnel	Pazarlama hunisi	A funnel guides potential customers through stages.
55. Fact-checking	Gerçek kontrolü	The editor performs fact-checking before posting.
56. Feed algorithm	Akış algoritması	The feed algorithm prioritizes engaging content.
57. Followers	Takipçiler	A brand gains new followers every day.
58. Featured post	Öne çıkarılmış gönderi	A featured post attracts more attention.
59. Format	Biçim / Format	Each platform supports a different content format.
60. Forum	Forum / Tartışma platformu	A forum connects users with similar interests.
61. Geo-targeting	Coğrafi hedefleme	Geo-targeting sends ads to local audiences.
62. Growth hacking	Büyüme taktiği	Growth hacking uses creative strategies to grow fast.
63. Graphic design	Grafik tasarım	Graphic design communicates ideas visually.
64. Google Ads	Google reklamları	Google Ads displays sponsored results in searches.
65. Guest post	Konuk yazı	A guest post introduces a new voice to the blog.
66. Giveaway	Çekiliş	A giveaway increases social engagement quickly.
67. GIF	Hareketli görsel	A GIF adds humor to online communication.
68. Group chat	Grup sohbeti	A group chat allows multiple users to talk together.
69. Grid layout	Izgara düzeni	A designer arranges photos in a grid layout.
70. Hashtag	Etiket	A hashtag connects content with trending topics.

71. Headline	Başlık	A strong headline grabs the reader's attention.
72. Hosting	Barındırma	A hosting service stores website data safely.
73. Homepage	Ana sayfa	The homepage introduces the brand to visitors.
74. Hyperlink	Bağlantı	A hyperlink directs users to another page.
75. Hybrid event	Hibrit etkinlik	A hybrid event combines online and in-person participation.
76. Hashtag campaign	Etiket kampanyası	A hashtag campaign encourages user participation.
77. Influencer	Etkileyici kişi	An influencer promotes products on social media.
78. Influencer marketing	Etkileyici pazarlama	Influencer marketing builds trust through recommendations.
79. Insights	İçgörüler	Insights help marketers understand audience behavior.
80. Interaction	Etkileşim	Frequent interaction strengthens customer relationships.
81. Interface	Arayüz	A clean <u>interface</u> improves user experience.
82. Impressions	Gösterim sayısı	<u>Impressions</u> count how many times an ad appears.
83. Integration	Entegrasyon	System <u>integration</u> connects multiple digital tools.
84. Innovation	Yenilik	<u>Innovation</u> drives success in digital communication.
85. Instant messaging	Anlık mesajlaşma	<u>Instant messaging</u> allows real-time communication.
86. Influencer collaboration	Etkileyici iş birliği	<u>Influencer collaboration</u> increases brand reach.
87. Keyword	Anahtar kelime	A <u>keyword</u> improves search engine visibility.
88. KPI (Key Performance Indicator)	Ana performans göstergesi	A <u>KPI</u> measures campaign performance.
89. Knowledge sharing	Bilgi paylaşımı	<u>Knowledge sharing</u> improves team efficiency.
90. Landing page	Açılış sayfası	A <u>landing page</u> converts visitors into customers.
91. Livestream	Canlı yayın	A brand hosts a <u>livestream</u> to launch new products.
92. Logo design	Logo tasarımı	<u>Logo design</u> shapes brand identity.
93. Link building	Bağlantı oluşturma	<u>Link building</u> improves website authority.
94. Like rate	Beğeni oranı	The <u>like rate</u> indicates audience interest.
95. Layout	Düzen	A clear <u>layout</u> enhances readability.
96. Lead generation	Potansiyel müşteri oluşturma	<u>Lead generation</u> attracts new clients for the business.
97. Localization	Yerelleştirme	<u>Localization</u> adapts content for different regions.
98. Listening tools	Dinleme araçları	<u>Listening tools</u> monitor brand mentions online.
99. Logo placement	Logo konumlandırma	<u>Logo placement</u> strengthens brand visibility.
100. Marketing mix	Pazarlama karması	The <u>marketing mix</u> combines product, price, place, and promotion.
101. Market research	Pazar araştırması	<u>Market research</u> identifies customer needs.
102. Media planning	Medya planlaması	<u>Media planning</u> determines the best platforms for ads.
103. Media outreach	Medya erişimi	<u>Media outreach</u> connects a company with journalists.
104. Media kit	Medya kiti	A <u>media kit</u> provides key brand information to partners.
105. Metrics	Ölçütler / Göstergeler	<u>Metrics</u> evaluate the success of digital strategies.
106. Mobile marketing	Mobil pazarlama	<u>Mobile marketing</u> reaches users on their phones.
107. Moderation	Moderasyon	<u>Moderation</u> keeps online discussions respectful.
108. Motion graphics	Hareketli grafikler	<u>Motion graphics</u> make videos more engaging.
109. Multimedia content	Çoklu ortam içeriği	<u>Multimedia content</u> combines text, image, and sound.
110. Newsletter	Bülten	A <u>newsletter</u> updates subscribers regularly.
111. Networking	Ağ kurma	<u>Networking</u> builds professional relationships.
112. Native advertising	Doğal reklamcılık	<u>Native advertising</u> blends smoothly with platform content.

113. Niche market	Niş pazar	A <u>niche market</u> focuses on a specific audience.
114. Notification	Bildirim	A <u>notification</u> alerts users to new messages.
115. Optimization	Optimizasyon	<u>Optimization</u> improves website speed and usability.
116. Outreach	Erişim / İletişim kurma	<u>Outreach</u> connects brands with new audiences.
117. Organic reach	Organik erişim	<u>Organic reach</u> depends on user engagement.
118. Online reputation	Çevrimiçi itibar	<u>Online reputation</u> shapes public perception.
119. Omnichannel marketing	Çok kanallı pazarlama	<u>Omnichannel marketing</u> creates a seamless customer experience.
120. Paid media	Ücretli medya	<u>Paid media</u> includes sponsored ads and promotions.
121. Podcast	Sesli yayın	A <u>podcast</u> shares expert opinions weekly.
122. Post engagement	Gönderi etkileşimi	<u>Post engagement</u> shows how users interact with content.
123. Press release	Basın bülteni	A company issues a <u>press release</u> for big announcements.
124. Page views	Sayfa görüntüleme	<u>Page views</u> measure how many people visit a website.
125. Public relations (PR)	Halkla ilişkiler	<u>Public relations</u> manages a brand's image and reputation.
126. Partnership	Ortaklık	<u>Partnership</u> creates mutual business benefits.
127. Paid promotion	Ücretli tanıtım	Paid promotion expands a campaign's reach.
128. Personal branding	Kişisel markalaşma	Personal branding builds professional credibility.
129. Platform	Platform	Each platform serves different communication purposes.
130. Post scheduling	Gönderi zamanlama	Post scheduling saves time for content managers.
131. Photo editing	Fotoğraf düzenleme	Photo editing enhances image quality.
132. Reach	Erişim	Reach shows how many people see a post.
133. Retargeting	Yeniden hedefleme	Retargeting reminds visitors of previously viewed products.
134. ROI (Return on Investment)	Yatırım getirisi	ROI measures the profit of marketing activities.
135. Review	Değerlendirme / Yorum	A customer writes a review after purchase.
136. Ranking	Sıralama	Search ranking affects website visibility.
137. Remarketing	Yeniden pazarlama	Remarketing targets users who visit a website.
138. Reach rate	Erişim oranı	The reach rate reflects campaign visibility.
139. SEO (Search Engine Optimization)	Arama motoru optimizasyonu	SEO improves a site's ranking on Google.
140. SEM (Search Engine Marketing)	Arama motoru pazarlaması	SEM promotes products through paid search ads.
141. Social media strategy	Sosyal medya stratejisi	A social media strategy guides online communication.
142. Social listening	Sosyal dinleme	Social listening tracks conversations about a brand.
143. Storytelling	Hikâye anlatımı	Storytelling engages audiences emotionally.
144. Subscriber	Abone	A subscriber receives newsletters regularly.
145. Traffic	Trafik	Website traffic shows how popular a site is.
146. Target audience	Hedef kitle	A campaign addresses its target audience directly.
147. Trend analysis	Eğilim analizi	Trend analysis predicts future behaviors.
148. User experience (UX)	Kullanıcı deneyimi	UX design improves satisfaction and usability.
149. Viral content	Viral içerik	Viral content spreads quickly across platforms.
150. Web analytics	Web analitiği	Web analytics tracks visitor behavior and performance.

Dijital Medyada En Sık Kullanılan 20 Fiil

create, share, post, upload, download, edit, publish, analyze, write, record, communicate, update, send, design, plan, build, promote, watch, read, listen, delete, monitor

Dijital Medyada En Sık Kullanılan 20 Sıfat

digital, online, interactive, creative, popular, visual, global, viral, official, social, modern, fast, informative, attractive, reliable, clear, dynamic, useful, simple, effective

EXERCISES

MATCHING EXERCISES

Set 1: Match the English terms with their Turkish meanings.

- | | |
|-------------------------|-----------------------------|
| 1. Brand awareness | ___ a. Etkileyici pazarlama |
| 2. Audience engagement | ___ b. Marka farkındalığı |
| 3. Influencer marketing | ___ c. İzleyici etkileşimi |
| 4. Content creation | ___ d. İçerik üretimi |
| 5. Press release | ___ e. Basın bülteni |

Set 2: Match the English terms with their Turkish meanings.

- | | |
|-----------------------------|---------------------------|
| 1. Conversion rate | ___ a. Görsel reklamcılık |
| 2. Display advertising | ___ b. Dönüşüm oranı |
| 3. Click-through rate (CTR) | ___ c. Tıklanma oranı |
| 4. Bounce rate | ___ d. Hemen çıkma oranı |
| 5. Brand loyalty | ___ e. Marka sadakati |

Set 3: Match the English terms with their Turkish meanings.

- | | |
|-------------------------------------|-----------------------------------|
| 1. Social media strategy | ___ a. Sosyal medya stratejisi |
| 2. SEO (Search Engine Optimization) | ___ b. Arama motoru optimizasyonu |
| 3. SEM (Search Engine Marketing) | ___ c. Arama motoru pazarlaması |
| 4. Viral content | ___ d. Viral içerik |
| 5. Web analytics | ___ e. Web analitiği |

Set 4: Match the English terms with their Turkish meanings.

- | | |
|-------------------------|--------------------------------|
| 1. Community management | ___ a. Topluluk yönetimi |
| 2. Email marketing | ___ b. E-posta pazarlaması |
| 3. Event marketing | ___ c. Etkinlik pazarlaması |
| 4. Buzz marketing | ___ d. Ağızdan ağıza pazarlama |
| 5. Earned media | ___ e. Kazanılmış medya |

Set 5: Match the English terms with their Turkish meanings.

- | | |
|------------------------------------|----------------------------------|
| 1. Audience targeting | ___ a. Hedef kitle belirleme |
| 2. Data analysis | ___ b. Veri analizi |
| 3. Market research | ___ c. Pazar araştırması |
| 4. Customer feedback | ___ d. Müşteri geri bildirimi |
| 5. KPI (Key Performance Indicator) | ___ e. Ana performans göstergesi |

Set 6: Match the English terms with their Turkish meanings.

- | | |
|-----------------------------|-------------------------------------|
| 1. Brand identity | ___ a. Marka kimliği |
| 2. Brand storytelling | ___ b. Marka hikâyeleştirmesi |
| 3. Brand image | ___ c. Marka imajı |
| 4. Brand ambassador | ___ d. Marka elçisi |
| 5. Brand awareness campaign | ___ e. Marka farkındalık kampanyası |

Set 7: Match the English terms with their Turkish meanings.

- | | |
|---------------------|-------------------------------|
| 1. Mobile marketing | ___ a. Mobil pazarlama |
| 2. App optimization | ___ b. Uygulama optimizasyonu |
| 3. Landing page | ___ c. Açılış sayfası |
| 4. Link building | ___ d. Bağlantı oluşturma |
| 5. Organic reach | ___ e. Organik erişim |

Set 8: Match the English terms with their Turkish meanings.

- | | |
|-----------------------------|------------------------------|
| 1. Influencer collaboration | ___ a. Etkileyici iş birliği |
| 2. Paid media | ___ b. Ücretli medya |
| 3. Partnership | ___ c. Ortaklık |
| 4. Personal branding | ___ d. Kişisel markalaşma |
| 5. Public relations (PR) | ___ e. Halkla ilişkiler |

Set 9: Match the English terms with their Turkish meanings.

- | | |
|--------------------|---------------------------|
| 1. Podcast | ___ a. Sesli yayın |
| 2. Newsletter | ___ b. Bülten |
| 3. Page views | ___ c. Sayfa görüntüleme |
| 4. Post engagement | ___ d. Gönderi etkileşimi |
| 5. Storytelling | ___ e. Hikâye anlatımı |

Set 10: Match the English terms with their Turkish meanings.

- | | |
|-------------------------------|---------------------------|
| 1. ROI (Return on Investment) | ___ a. Yatırım getirisi |
| 2. Trend analysis | ___ b. Eğilim analizi |
| 3. Traffic | ___ c. Trafik |
| 4. User experience (UX) | ___ d. Kullanıcı deneyimi |
| 5. Web analytics | ___ e. Web analitiği |

TRUE-FALSE QUESTIONS: Write True (T) or False (F) next to each statement.

Set 1

1. Brand awareness shows how well people recognize a brand. ____
2. Audience engagement means ignoring user comments. ____
3. Influencer marketing uses popular figures to promote products. ____
4. Content creation includes writing, design, and video production. ____
5. A press release hides information from the public. ____

Set 2

1. Conversion rate measures how many users complete a desired action. ____
2. Display advertising uses text-only posts without visuals. ____
3. Click-through rate (CTR) shows how many people click on an ad. ____
4. A high bounce rate means visitors leave a page quickly. ____
5. Brand loyalty means customers always avoid the same brand. ____

Set 3

1. SEO improves a website's visibility in search engines. ____
2. SEM focuses on free and unpaid promotions only. ____
3. Viral content spreads quickly through sharing. ____
4. Web analytics tracks user behavior on websites. ____
5. Social media strategy guides online communication efforts. ____

Set 4

1. Community management controls and nurtures online groups. ____
2. Email marketing sends personalized messages to audiences. ____
3. Event marketing promotes brands through live experiences. ____
4. Buzz marketing never creates public attention. ____
5. Earned media refers to publicity gained without paid ads. ____

Set 5

1. Audience targeting identifies the ideal group of consumers. ____
2. Data analysis ignores customer behavior and feedback. ____
3. Market research helps companies understand market needs. ____
4. Customer feedback provides opinions from clients. ____
5. KPI stands for Key Performance Indicator. ____

Set 6

1. Brand identity includes the logo, colors, and tone of a brand. ____
2. Brand storytelling tells emotional stories to connect with customers. ____
3. Brand image describes how the public sees the brand. ____
4. A brand ambassador represents a competitor company. ____
5. A brand awareness campaign aims to increase recognition. ____

Set 7

1. Mobile marketing reaches users through their phones. ____
2. App optimization reduces app performance and speed. ____
3. A landing page converts visitors into potential customers. ____
4. Link building helps increase website authority. ____
5. Organic reach means paid advertisements only. ____

Set 8

1. Influencer collaboration combines efforts with digital creators. ____
2. Paid media always requires financial investment. ____
3. A partnership means two parties work together for mutual benefit. ____
4. Personal branding helps individuals manage their professional image. ____
5. Public relations damages a company's reputation intentionally. ____

Set 9

1. A podcast delivers spoken content online to audiences. ____
2. A newsletter provides updates to subscribers regularly. ____
3. Page views count the number of times users visit a webpage. ____
4. Post engagement measures likes, comments, and shares. ____
5. Storytelling reduces emotional connection with audiences. ____

Set 10

1. ROI stands for Return on Investment. ____
2. Trend analysis studies future directions based on data. ____
3. Traffic shows how many people visit a website. ____
4. User experience (UX) focuses on customer satisfaction and ease of use. ____
5. Web analytics never measures visitor activity. ____

FILL-IN-THE-GAP EXERCISES: Fill in the gaps with a suitable word.

Set 1: Press release - Bounce rate - Engagement - Click-through rate (CTR) - Brand ambassador - Analytics - Call to action (CTA) - Brand awareness - Awareness campaign - Content creation

1. A strong _____ increases public recognition of a company.
2. The marketing team measures _____ to see how many users click on ads.
3. _____ helps companies analyze consumer behavior online.
4. A _____ encourages users to take immediate action.
5. Social media posts with high _____ indicate user interaction.
6. The company runs an _____ to promote healthy lifestyle awareness.
7. A famous person can act as a _____ to promote products.
8. _____ includes creating text, images, and videos for platforms.
9. High _____ means users leave a website quickly.
10. A _____ announces important company news to the media.

Set 2: Conversion rate - Email marketing - Grid layout - Native advertising - Audience targeting - Landing page - SEO - Content marketing - Growth hacking - Web analytics

1. _____ improves a website's ranking on search engines.
2. _____ measures how many visitors convert into customers.
3. The team uses _____ to target specific consumer groups.
4. _____ sends personalized messages directly to customers' emails.
5. _____ builds trust with the audience through valuable content.
6. A _____ is a digital page that converts visitors into leads.
7. _____ is paid content that blends naturally into platform posts.
8. _____ tracks and analyzes website traffic and behavior.
9. The designer arranges images in a _____ for Instagram.
10. _____ focuses on growth using creative, low-cost tactics.

Set 3: Omnichannel marketing - Storytelling - Followers / Audience reach - Earned media - Brand trust - Influencer collaboration - Community management - Brand image - Event marketing - Post engagement

1. A _____ represents a brand's public image.
2. The marketing department monitors _____ to understand audience size.
3. _____ helps brands collaborate with online creators.
4. _____ is communication management that improves online communities.
5. _____ tracks users' comments, likes, and shares on posts.
6. The company uses _____ to gain publicity without paid ads.
7. A celebrity endorsement enhances a brand's _____.
8. _____ focuses on promoting events to attract target audiences.
9. _____ uses multiple channels for a seamless customer experience.
10. A good _____ connects emotionally with the audience.

Set 4: Localization - KPI - Social listening - Metrics - Personal branding - Viral content - Podcast - Impressions - App optimization - Motion graphics

1. _____ is a measurable indicator of campaign success.
2. _____ involves monitoring online conversations about a brand.
3. _____ adapts content for different regions or languages.
4. _____ delivers spoken content online regularly.
5. _____ measures how many users see a post without clicking.
6. _____ reduces app loading time and improves user experience.
7. _____ involves creating visual animations for videos.
8. _____ refers to the professional identity an individual builds online.
9. _____ encourages sharing of content among social networks.
10. _____ refers to statistics that show the reach and performance of ads.

Set 5: Click-through rate (CTR) - Editorial calendar - Link building - Demographics - Customer journey - Influencer marketing - Instant messaging - Buzz marketing - Featured post - User experience (UX)

1. A company studies _____ to identify target audience characteristics.
2. _____ maps the stages a customer goes through before purchase.
3. _____ encourages people to talk positively about a product or brand.
4. _____ promotes products through collaboration with influencers.
5. _____ uses real-time messaging to communicate instantly.
6. _____ refers to the overall satisfaction of users with a platform.
7. _____ is the structured plan for publishing content over time.
8. A _____ is highlighted to attract attention.
9. _____ shows how many visitors click on an ad compared to impressions.
10. _____ is the practice of obtaining links from other websites to increase authority.

Set 6: Marketing mix - Homepage - Social listening - Organic reach - SEM - Brand loyalty - Layout - KPI - Brand identity - Customer feedback

1. _____ includes logo, colors, typography, and tone.
2. _____ measures how loyal customers are to a brand.
3. _____ is the first page users see on a website.
4. _____ monitors mentions of a brand on social media.
5. _____ is a strategy to boost content visibility without paid ads.
6. _____ involves promoting content through paid ads on search engines.
7. _____ is a set of digital tools to manage marketing campaigns.
8. _____ collects opinions from customers to improve services.
9. _____ is the visual or functional arrangement of a website.
10. _____ tracks progress toward marketing objectives.

Set 7: GIF - Brand storytelling - Engagement rate - Web analytics - Retargeting - Multimedia content - Keyword - Page views - Hybrid event - Photo editing

1. _____ is a measure of how users interact with posts or ads.
2. _____ combines live and virtual events for wider audience reach.
3. _____ includes editing photos to improve visual quality.
4. _____ measures how many times people view a page.
5. _____ identifies high-value words to improve search visibility.
6. _____ uses short video loops to engage audiences.
7. _____ is creating content across text, image, video, and sound.
8. _____ tracks traffic sources and audience behavior online.
9. _____ is the process of targeting users who previously visited a website.
10. _____ builds recognition for a brand using consistent storytelling.

Set 8: Trend analysis - Logo design - Media planning - Social media strategy - ROI - Buzz marketing - Storytelling - Organic reach - Newsletter - Paid promotion / Paid media

1. _____ is sending advertisements directly to target customers.
2. _____ helps plan campaigns across multiple platforms.
3. _____ measures success based on financial return.
4. _____ encourages sharing positive brand experiences by users.
5. _____ focuses on the emotional connection in marketing content.
6. _____ is a short, branded digital message sent to a subscriber.
7. _____ analyzes trends to anticipate market behavior.
8. _____ uses social platforms to attract and convert followers.
9. _____ measures reach and impressions without paying for ads.
10. _____ is a visual representation of the brand for recognition.

Set 9: Data-driven marketing - Omnichannel marketing - Web analytics / Page views - Influencer - Display advertising - Organic reach - Newsletter - Media kit - A/B testing- Post engagement

1. _____ is a form of online advertising using banners or visuals.
2. _____ shows users which pages they visited and when.
3. _____ combines multiple marketing channels for consistent messaging.
4. _____ measures website traffic that comes from unpaid sources.
5. _____ is the practice of testing two versions to see which performs better.
6. _____ tracks likes, shares, and comments for each post.
7. _____ refers to an individual who promotes products for a brand.
8. _____ is a document that provides media with key brand information.
9. _____ uses data to guide decisions in digital campaigns.
10. _____ sends regular updates to subscribers via email.

Set 10: KPI - Organic reach - User experience (UX) - Editorial calendar - Retargeting - Viral content - Giveaway - Trend analysis - Demographics - Native advertising

1. _____ is a key metric to evaluate online campaign performance.
2. _____ allows brands to retarget visitors who didn't convert.
3. _____ measures how many people see your content organically.
4. _____ focuses on improving overall user satisfaction on websites or apps.
5. _____ spreads quickly through social sharing due to popularity.
6. _____ is a plan to manage the publication of posts and content.
7. _____ includes running contests to increase engagement.
8. _____ studies demographics to better target marketing campaigns.
9. _____ is paid digital media designed to appear natural on platforms.
10. _____ analyzes search trends and user interest over time.

MULTIPLE CHOICE TEST: Choose the most suitable choice.

1. A ____ increases public recognition of a brand. It reflects how familiar consumers are with a brand's name, logo, or products.

- A) click-through rate C) bounce rate
B) brand awareness D) hashtag

2. The company ____ analytics to track campaign success.

- A) ignore B) uses C) deletes D) avoid

3. A ____ encourages users to take immediate action. It encourages users to take immediate action, such as "Buy now," "Sign up," or "Learn more."

- A) landing page C) newsletter
B) impression D) call to action (CTA)

4. ____ uses social media influencers to promote products. It uses popular individuals to promote products to their followers, increasing trust and visibility for a brand.

- A) Influencer marketing C) Paid media
B) SEO D) Buzz marketing

5. A ____ represents a company's public image -- its reputation, values, and overall impression in people's minds.

- A) hashtag C) brand image
B) email marketing D) user experience

6. The ____ measures how many visitors convert into customers. It measures the percentage of visitors who take a desired action -- such as making a purchase or signing up -- turning visitors into customers.

- A) viral content C) conversion rate
B) follower count D) SEO

7. ____ helps brands create emotional connections with audiences.

- A) Brand storytelling C) CTR
B) Page views D) Bounce rate

8. A ____ is a digital page that converts visitors into leads or customers -- often by collecting contact information or encouraging a specific action.

- A) homepage C) banner ad
B) landing page D) newsletter

9. ____ measures how many people click on an advertisement. It shows how effective the ad is at attracting attention.

- A) KPI B) Impressions C) Bounce rate D) CTR

10. ____ refers to the overall satisfaction, ease, and enjoyment of users on a website, app, or digital platform.

- A) Engagement rate C) Brand awareness
B) User experience (UX) D) Viral content

11. ____ means producing materials such as writing, images, videos, and graphics for different platforms like websites, blogs, and social media.

- A) Content creation C) Influencer
B) Email marketing D) Paid promotion

12. High ____ shows that visitors leave a webpage quickly without interacting with it or visiting other pages because they do not find the content engaging or relevant enough to stay longer.

- A) SEO B) engagement C) CTR D) bounce rate

13. A ____ issues official company news to the media. It is written in a formal tone and shared with journalists or news outlets.

- A) blog post C) hashtag
- B) press release D) newsletter

14. ____ is a structured plan for publishing content. It helps organize **what, when, and where** content will be published. Marketing and content teams often use it to schedule blog posts, social media updates, videos, and campaigns in advance.

- A) Landing page C) SEO
- B) Editorial calendar D) CTR

15. ____ improves a website's visibility without paid ads. It uses techniques like keyword optimization, backlinks, and quality content to help a website appear higher in search engine rankings without paying for ads.

- A) Paid media B) SEM C) SEO D) CTR

16. ____ tracks and analyzes website traffic.

- A) Web analytics C) CTA
- B) Landing page D) Paid promotion

17. The ____ shows how many followers a profile has.

- A) email marketing C) viral content
- B) KPI D) follower count

18. ____ measures interactions with posts, including likes and shares.

- A) Brand ambassador C) CTR
- B) SEO D) Post engagement

19. ____ uses paid advertisements on search engines (like Google Ads) to promote websites and increase visibility. It focuses on getting traffic through paid search results.

- A) CTR B) SEO C) SEM D) KPIs

20. ____ increases/spreads awareness through **word-of-mouth marketing**, making customers themselves promote the brand by sharing their experiences -- both online and offline.

- A) SEM C) Buzz marketing
- B) Email marketing D) CTR

21. ____ adapts content, design, or messages **to fit the** language, culture, and preferences of a specific region or audience. It ensures that content feels natural and relevant to local users.

- A) SEM B) Localization C) CTR D) CTR

22. ____ refers to measurable indicators of success. Businesses use it to evaluate the success of a campaign, project, or strategy.

- A) Engagement rate B) KPI C) CTR D) Viral content

23. ____ monitors online conversations about a brand.

- A) Influencer C) SEM
- B) Landing page D) Social listening

24. ____ promotes products through live or online events.

- A) Event marketing C) Viral content
- B) SEO D) CTR

25. A ____ is a person who represents a brand publicly.

- A) brand ambassador C) newsletter
- B) influencer D) landing page

26. A ____ sends updates, news, and promotions (usually via email) to subscribers regularly.

- A) landing page C) newsletter
- B) CTA D) brand ambassador

27. ____ combines live and virtual events for audiences.

- A) SEO B) SEM C) Hybrid event D) CTR

28. ____ uses analytics to improve decision-making in campaigns. By analyzing metrics like CTR, engagement, and conversions, marketers optimize campaigns for better results.

- A) Hybrid event C) Bounce rate
- B) Data-driven marketing D) Viral content

29. ____ improves search ranking through strategic content.

- A) SEO B) SEM C) CTA D) KPI

30. ____ represents the professional identity of an individual online.

- A) KPI C) CTR
- B) Social listening D) Personal branding

31. ____ is a paid advertisement appearing naturally on platforms.

- A) Landing page C) Viral content
- B) Organic reach D) Native advertising

32. ____ measures how many people see your content without clicking.

- A) Impressions B) CTR C) KPI D) Landing page

33. ____ is a contest to increase engagement online.

- A) SEM B) Giveaway C) SEO D) CTR

34. ____ uses visuals like banners to attract users.

- A) Newsletter C) Display advertising
- B) Landing page D) SEO

35. ____ tracks opinions from customers to improve services.

- A) SEM C) Customer feedback
- B) CTR D) KPIs

36. ____ monitors online communities (such as social media groups, forums, or brand communities) and guides engagement. The goal is to foster positive interactions, answer questions, and maintain a healthy community around a brand or product.

- A) Community management C) SEO
- B) Landing page D) CTR

37. ____ is a marketing approach. It uses creative, low-cost, and innovative strategies to maximize growth efficiently, especially for startups.

- A) SEO B) SEM C) CTR D) Growth hacking

38. We use a ____ on social media to connect content with trending topics. It helps us to categorize content and connect it to trending topics or discussions.

- A) newsletter C) landing page
- B) hashtag D) CTR

39. ____ is the practice of tracking, measuring, and analyzing website data, such as traffic, user engagement, conversions, and bounce rate. It helps businesses understand user behavior and optimize websites and marketing strategies.

- A) Web analytics C) CTR
- B) Landing page D) SEO

40. ____ improves a website's speed and usability.

- A) SEM C) CTR
- B) Optimization D) Landing page

41. ____ guides users through stages from awareness to purchase. It represents the path which a user takes from first becoming aware of a brand or product to making a purchase.

- A) Landing page C) Customer journey
- B) CTR D) SEO

42. ____ increases awareness and publicity through methods like **mentions, shares, reviews, or media coverage** without paying for ads.

- A) CTR B) SEM C) Earned media D) Landing page

43. ____ is any content that combines **different media types** such as text, images, videos, and audio. Especially in digital marketing, it makes content more engaging and interactive for the audience.

- A) SEO C) CTR
- B) Landing page D) Multimedia content

44. ____ measures how many users interact with a post relative to reach.

- A) Engagement rate C) SEO
- B) Landing page D) SEM

45. ____ are animated visual elements in videos, presentations, or digital content to make information/content more engaging.

- A) Newsletters C) Landing pages
- B) Motion graphics D) CTR

46. ____ tracks trends to anticipate audience behavior.

- A) Trend analysis C) Landing page
- B) SEM D) CTR

47. ____ encourages audience participation through comments and shares.

- A) Landing page B) SEM C) SEO D) Engagement

48. ____ is the main page of a website, where users usually first enter.

- A) Landing page C) Homepage
- B) Newsletter D) CTA

49. ____ is a strategy that integrates multiple channels (*social media, email, websites, ads, physical stores*) to create a consistent and seamless customer experience. It aims to increase visibility and reach by engaging users across all platforms they interact with.

- A) Omnichannel marketing C) SEO
B) CTR D) SEM

50. ____ spreads quickly through shares and popularity.

- A) Newsletter C) Viral content
B) CTR D) Landing page

ANSWER KEY

MATCHING EXERCISES

- Set 1** 1-b, 2-c, 3-a, 4-d, 5-e
Set 2 1-b, 2-a, 3-c, 4-d, 5-e
Set 3 1-a, 2-b, 3-c, 4-d, 5-e
Set 4 1-a, 2-b, 3-c, 4-d, 5-e
Set 5 1-a, 2-b, 3-c, 4-d, 5-e
Set 6 1-a, 2-b, 3-c, 4-d, 5-e
Set 7 1-a, 2-b, 3-c, 4-d, 5-e
Set 8 1-a, 2-b, 3-c, 4-d, 5-e
Set 9 1-a, 2-b, 3-c, 4-d, 5-e
Set 10 1-a, 2-b, 3-c, 4-d, 5-e

TRUE-FALSE QUESTIONS

- Set 1** 1-T, 2-F, 3-T, 4-T, 5-F
Set 2 1-T, 2-F, 3-T, 4-T, 5-F
Set 3 1-T, 2-F, 3-T, 4-T, 5-T
Set 4 1-T, 2-T, 3-T, 4-F, 5-T
Set 5 1-T, 2-F, 3-T, 4-T, 5-T
Set 6 1-T, 2-T, 3-T, 4-F, 5-T
Set 7 1-T, 2-F, 3-T, 4-T, 5-F
Set 8 1-T, 2-T, 3-T, 4-T, 5-F
Set 9 1-T, 2-T, 3-T, 4-T, 5-F
Set 10 1-T, 2-T, 3-T, 4-T, 5-F

FILL-IN-THE-GAP EXERCISES

Set 1

1. Brand awareness
2. Click-through rate (CTR)
3. Analytics
4. Call to action (CTA)
5. Engagement
6. Awareness campaign
7. Brand ambassador
8. Content creation

9. Bounce rate
10. Press release

Set 2

1. SEO
2. Conversion rate
3. Audience targeting
4. Email marketing
5. Content marketing
6. Landing page
7. Native advertising
8. Web analytics
9. Grid layout
10. Growth hacking

Set 3

1. Brand image
2. Followers / Audience reach
3. Influencer collaboration
4. Community management
5. Post engagement
6. Earned media
7. Brand trust
8. Event marketing
9. Omnichannel marketing
10. Storytelling

Set 4

1. KPI
2. Social listening
3. Localization
4. Podcast
5. Impressions
6. App optimization
7. Motion graphics
8. Personal branding
9. Viral content
10. Metrics

Set 5

1. Demographics

2. Customer journey
3. Buzz marketing
4. Influencer marketing
5. Instant messaging
6. User experience (UX)
7. Editorial calendar
8. Featured post
9. Click-through rate (CTR)
10. Link building

Set 6

1. Brand identity
2. Brand loyalty
3. Homepage
4. Social listening
5. Organic reach
6. SEM
7. Marketing mix
8. Customer feedback
9. Layout
10. KPI

Set 7

1. Engagement rate
2. Hybrid event
3. Photo editing
4. Page views
5. Keyword
6. GIF
7. Multimedia content
8. Web analytics
9. Retargeting
10. Brand storytelling

Set 8

1. Paid promotion / Paid media
2. Media planning
3. ROI
4. Buzz marketing
5. Storytelling
6. Newsletter

7. Trend analysis
8. Social media strategy
9. Organic reach
10. Logo design

Set 9

1. Display advertising
2. Web analytics / Page views
3. Omnichannel marketing
4. Organic reach
5. A/B testing
6. Post engagement
7. Influencer
8. Media kit
9. Data-driven marketing
10. Newsletter

Set 10

1. KPI
2. Retargeting
3. Organic reach
4. User experience (UX)
5. Viral content
6. Editorial calendar
7. Giveaway
8. Demographics
9. Native advertising
10. Trend analysis

MULTIPLE CHOICE TEST

1-B | 2-B | 3-D | 4-A | 5-C
 6-C | 7-A | 8-B | 9-D | 10-B
 11-A | 12-D | 13-B | 14-B | 15-C
 16-A | 17-D | 18-D | 19-C | 20-C
 21-B | 22-B | 23-D | 24-A | 25-A
 26-C | 27-C | 28-B | 29-A | 30-D
 31-D | 32-A | 33-B | 34-C | 35-C
 36-A | 37-D | 38-B | 39-A | 40-B
 41-C | 42-C | 43-D | 44-A | 45-B
 46-A | 47-D | 48-C | 49-A | 50-C