# GLOSSARY OF TERMS

| | | |
|---|---|---|
| Benchmarking | : | A measurement of the quality of an organization's policies, products, programs, strategies, etc., and their comparison with standard measurements, or similar measurements of its peers. |
| Brand | : | Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. |
| Brand awareness | : | Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. |
| Facebook | : | An online social networking service. |
| Fanpage Facebook | : | A Facebook feature to promote business, build awareness for a cause, gather support for your band, or to advertise in a number of other ways. |
| Internet | : | A large group of computers that are connected to each other. |
| Positioning | : | A marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. |
| Sales revenue | : | The amount realized from selling goods or services in the normal operations of a company in a specified period |
| Segmenting | : | The process of defining and subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics. |

| | | |
|---|---|---|
| Targeting | : | The selection of potential customers to whom a business wishes to sell products or services. |
| Twitter | : | Twitter is an online social networking and micro blogging service that enables users to send and read short 140-character text messages. |
| Website | : | A set of related web pages served from a single web domain. |