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.