

Spot (& cut) the jargon

30 DAYS *of* BUZZWORDS

These are 30 of the most overused
buzzwords in digital marketing.
Will they ever bite the dust?

Clickability

Immersive experience

CPL

Snackable content

P-commerce

ROI

SoLoMo

Engagement

Second-screen

Earned media

Value proposition

Contextual marketing

Big data

Ideation

viral

Curator

Social commerce

KPI

Two-way conversation

Native advertising

Advertainment

Custom activation

Growth hacker

Gamification

Synergy

Showrooming

Thought leader

360 campaign

Agile marketing

infographic