



# Thinking like DM

Lecture 4

By

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# Skills for non-technical



- ▶ People Behaviour
- ▶ Customer Engagement
- ▶ Creating Value
- ▶ Problem Solving
- ▶ Creativity
- ▶ Adaptive
- ▶ Challenge

# Popular JARGONS



- ▶ Conversion Rate (Call to action )
- ▶ Engagement Rate
- ▶ Trending topic
- ▶ Sentiment
- ▶ Paid media
- ▶ Owned media
- ▶ Social media influencers

# Jargons

- ▶ Keyword
- ▶ Memes
- ▶ Viral
- ▶ Analytics
- ▶ Historical data



# Affinities



- ▶ Topic, pages, interests customers like other than your page

# Reach



- ▶ Count of the number of people who have received your impressions.

# Impressions



- ▶ Count of the number of times, a post/ad has been displayed regardless whether it has been clicked or not