

The Periodic Table of Advertising & Marketing

1 A Advertising																		2 Cts Content Strategy			
3 G Goals	4 Mk Marketing															5 In LinkedIn	6 Qu Quora	7 Id InDesign	8 Ae After Effects	9 Ec Editorial Calendar	10 Ma Marketing Automation
11 R Research	12 Mr Market Research															13 Sc Snapchat	14 Bf Buffer	15 Xd XD	16 Lr Lightroom	17 Cau Content Audit	18 Lp Landing Pages
19 Msg Message	20 Ta Target Audience	21 B Branding	22 Me Media Evaluation	23 S Surveys	24 Sb Storyboards	25 Td Technical Design	26 St Storytelling	27 DI Design/Layout	28 Ph Photography	29 Cw Copywriting	30 Smc Social Media Calendar	31 Pi Pinterest	32 Hs Hootsuite	33 Dw Dreamweaver	34 Pt Pro Tools	35 Seo Search Engine Optimization	36 Up User Personas				
37 Bu Budget	38 M Mediums	39 Ca Competitive Analysis	40 Mn Media Negotiation	41 Cr Creative Research	42 Mu Mockups	43 Ia Information Architecture	44 Pm Project Management	45 Bp Broadcast Production	46 Ve Video Editing	47 Pgr Programming	48 Fb Facebook	49 Rd Reddit	50 Ss Sprout Social	51 Ke Komodo Edit	52 Au Audacity	53 Sem Search Engine Marketing	54 Kr Keyword Research				
55 Cr Creative	56 Mp Media Plan	57 71	72 Va Value-Added	73 Cb Creative Brief	74 Sd Script Development	75 Cc Creative Critique	76 T Transcreation	77 Am Animation	78 Tf Trafficking	79 Crs Client Revisions	80 Tw Twitter	81 Yt YouTube	82 Ps Photoshop	83 Pr Premiere Pro	84 Cms Content Management System	85 Wd Website Design	86 Ppc Pay-per-click				
87 Cs CultureSpan	88 Bm Benchmarks	89 103	104 Fg Focus Groups	105 Bs Brainstorming	106 C Casting	107 Ds Design Systems	108 P Presentations	109 Il Illustration	110 Mb Media Buying	111 Sms Social Media Strategy	112 Ig Instagram	113 Vi Vimeo	114 Ai Illustrator	115 An Animate	116 Gs Google Services	117 Dad Digital Ad Development	118 Cta Call-to-Action				
			57 Ty Typography	58 Pr Public Relations	59 Bc Business Communications	60 Ra Radio	61 If Influencer	62 Ooh Out-of-Home	63 Tv Television	64 Dt Design Trends	65 Dts Data Analytics	66 Met Metrics	67 Tr Tracking	68 Ugc User-Generated Content	69 Uxd User Experience Design	70 Da Display Advertising	71 Em Email Marketing				
			89 Bds Branding Standards	90 Li Logo & Identity	91 Prt Print	92 Cd Concept Development	93 Pkg Packaging	94 Dm Direct Mail	95 Cw Creative Workflows	96 Ad Art Direction	97 Uid User Interface Design	98 Bp Brand Positioning	99 Dsa Design Audit	100 Phm Photo Manipulation	101 Gd Graphic Design	102 Cos Color Schemes	103 Imd Immersive Design				

- Key Element
- Essential Element
- Strategy
- Process
- Implementation
- Social Media Marketing
- Tool
- Creative
- Digital Marketing