# Microbusiness Marketing Leverage Program Glossary

* Target Markets: These are the in-state AND/OR out-of-state localities in which you choose to market your program. Ex., North Carolina, Washington D.C., Town of Onancock, Richmond City
* Demographics: These are groups for which you wish to market your program. Ex., people ages 21-45, people who enjoy luxury travel… Strong applications include marketing plans that target specific demographics, backed by research. VTC has available marketing research on our website, which can be found [here](https://www.vatc.org/research/travel-data-and-profiles/).
* Hub & Spoke: Your business is the hub/lure, and your partners are the spokes. When considering your partners, think about which organizations compliment your own business. Where will travelers go before/after coming to your business?
* Shoulder Season/Off-Season: The Tourism Shoulder Season/Off-Season is from September 2023 through May 2024.
* 1:1 In-Kind Match: To receive your requested award amount, you must provide match that is greater than or equal to the amount requested. This match CAN BE IN-KIND (meaning, you do not have to provide invoices to VTC to prove your match). Ex., to receive an award of $5000, you must provide match of $5000. VTC provides information in its instructions for how to quantify different in-kind match items.
* Virginia is for Lovers Logo/Hashtag: This is the VTC brand. All eligible expenses that you wish to have reimbursed by VTC MUST have the Virginia is for Lovers logo AND/OR Virginia is for Lovers Hashtag on it. (Ex., if you submit Facebook marketing for reimbursement, you MUST submit a screenshot of your ad that displays the VIFL Logo AND/OR VIFL Hashtag in order for it to be reimbursed)
* Promotional items: These are items that are “giveaways” like pens, T-shirts, keychains, water bottles etc. that are given on-site or as part of off-site marketing. Only 10% of grant funds may be used for these items.
* Earned Media: This is media that the applicant has not paid for, but has earned by hosting writers, pitching stories, and working with website and magazine editors.
* Owned Media: These are marketing channels that you own, such as your website, social media pages, newsletters, etc.
* Paid Media: This is marketing that you pay for such as print ads, rack cards, radio commercials, TV spots, etc.
* Social Media Followers: The number of people who “like” your page or “follow” you on your social media channels.
* Web Clicks: The number of people who visit your website, open a newsletter, or click and/or share read an article or post on one of your owned channels.
* ASCAP/BMI: American Society of Composers, Authors, and Publisher and Broadcast Music, Inc. These two companies manage 90% of music licensing in the United States. They are an important part of the music economy in Virginia ensuring songwriters are paid for their creative work.