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Buzzwords

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BUZZWORDS

Jargon that will keep you going through the year

By Ryan Stenquist

1 GIGONOMICS

The idea that the economy is running more and more off of gigs (short jobs) individuals do for one another rather than full-time, traditional jobs. As leading financial futurist Jason Schenker put it, in the future everyone may “run around doing errands for one another all day” through services like Uber, DoorDash, etc.

2 JOBS TO BE DONE

Coined by Clayton Christensen. The idea is that whenever a consumer purchases a product or service, they are actually purchasing a “job to be done.” For example, a consumer is not purchasing a newspaper, but the job of providing information and entertainment. Understanding why customers “hire” a product or service for a job to be done and what jobs need to be done makes business leaders keenly aware of their customers.

3 HYPERLOCAL MARKETING

This kind of marketing is only possible because of GPS and Wi-fi location tracking. Advertisers on Facebook can, for example, tighten their exposure to individuals located in a specific community of their choice.

4 BLEEDING-EDGE TECHNOLOGY

A step ahead of cutting-edge technology and two steps ahead of leading technology. This type of tech is so advanced, it may be dangerous or unpredictable to experiment with, thus the term “bleeding.”

5 FREEMIUM

A combination of free and premium. Freemium products are delivered to customers and then require some type of paid subscription, in-app purchase, or other additional payment to access all of the product’s features. 🚩

Notes

<https://www.techopedia.com/definition/23222/bleeding-edge>

<https://www.investopedia.com/terms/f/freemium.asp>

<https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>