



**NICA** NATIONAL  
INTERSCHOLASTIC  
CYCLING ASSOCIATION

# Glossary: NICA Marketing

## A guide to MarCom vocabulary

This document was created to help leagues and NICA staff understand some key terminology used for marketing within the organization. **With our transition to a new email platform (Hubspot Marketing), some key vocabulary has changed.**

TERM	MEANING
Hubspot	<p>HubSpot is a complex and dynamic platform that includes software for marketing, sales, customer support, and a robust CRM. It is used by thousands of companies from large enterprise corporations, to nonprofits like ours.</p> <p>Currently, NICA uses Hubspot as both a CRM and a marketing platform, in conjunction with other important parts of our “tech stack” (notably, Pit Zone, <a href="#">Monday.com</a>, etc.)</p>
Hubspot CRM	<p>CRM stands for “customer relationship management” - Hubspot is essentially a database that houses NICA contacts from across <u>all</u> leagues, and provides insights that we can use to grow participation and make a greater impact. The Hubspot CRM allows us to see actions taken by our contacts, understand relationships between our contacts/leagues, etc.</p> <p>The Hubspot CRM also brings all of NICA’s contacts “under one roof” for the <i>first time in organizational history</i>: you can see anyone who has a relationship with your league, whether they’re signed up for emails, actively coaching, former riders, lapsed donors, etc.</p> <p><a href="#">Learn more about your NICA CRM access.</a></p>
Hubspot Marketing	<p>Part of Hubspot, Hubspot Marketing is an all-in-one tool/platform that helps NICA with our marketing needs. It provides unified tools to centralize data and automate cross-channel (i.e. website, social media, email, etc.) operations <i>in one place</i>.</p> <p>It is extremely advantageous for us to have our marketing tool and CRM live “under one roof” as it eliminates coordination of complex information transfer between different platforms and allows us to be more nimble and surgical with how we talk to our audiences.</p>
Hubspot Dashboards	<p>Dashboards in Hubspot are customizable, visual canvases that consolidate multiple reports and CRM metrics into a single view. When you log into Hubspot, you’ll see a dashboard view.</p> <p><a href="#">Learn more about your NICA CRM access.</a></p>
Hubspot Reports	<p>A visual data summary in Hubspot that transforms CRM/marketing/Pit Zone data into actionable insights for leagues/National.</p> <p><a href="#">Learn more about your NICA CRM access.</a></p>
Company	<p>A core part of the Hubspot CRM that represents an organization, business, or enterprise. In the NICA context, leagues are all considered “Companies” - this helps us organize how contacts in the CRM are related to the overall organization.</p>
Contact	<p>A record of an individual who interacts with NICA. Could be a coach, parent, athlete, newsletter</p>

	<p>subscriber, donor, partner, etc.</p> <p>Contacts enter our CRM in several ways:</p> <ul style="list-style-type: none"> <li>• An API connection/sync with Pit Zone</li> <li>• Through email signup forms or interest forms on national and league websites</li> <li>• By donating to NICA/leagues through FundraiseUp</li> <li>• Manual entry (uncommon)</li> </ul> <p>In Hubspot, contacts are organized by their “companies” and “owners” – this means that a coach in Pennsylvania is a Hubspot contact associated with the PA league, it’s primary “company”</p>
Association	A relationship that connects multiple CRM records together; for example, contacts are associated to companies in Hubspot.
Marketing contact	<p>Labeling someone as a “marketing contact” in Hubspot means that they have a specific designation that allows us to engage with them through marketing tools (like email). Your core league audiences are labeled as “marketing contacts” so you can send them communications.</p> <p>There may be instances where someone is a contact in Hubspot, but we don’t need to “talk” to them in a marketing sense; in this case, we do not label them as marketing contacts and they cannot be included in any marketing emails, etc.</p> <p><i>Note that NICA National manages the creation/selection/management of Marketing Contacts. If you have a question about your league Marketing Contacts, please reach out!</i></p> <p><a href="#">Learn more here.</a></p>
Marketing email <i>Replaces Iterable term CAMPAIGN</i>	<p>A one-to-many communication sent to a segmented list of contacts using Hubspot.</p> <p><a href="#">Learn more here.</a></p>
Segment	Portions of your audience defined by a specific trait/characteristic. For example, “Riders - current” is a segment of all of your contacts that are registered riders in Pit Zone.
Module <i>Replaces Iterable term CONTENT BLOCK</i>	<p>Within the email editor in Hubspot, a module is a feature that you can drag-and-drop into the body of your email. Modules include images, buttons, text, and more.</p> <p><a href="#">Learn more here.</a></p>
Section <i>Replaces Iterable term ROW</i>	Within the email editor in Hubspot, this describes a block of content that spans the width of the email, and may include several modules/columns.
Custom section	<p>Describes a section for your email that is custom-made/preformatted by NICA. <i>Examples include donation sections, header sections, social media sections, etc.</i></p> <p><i>To use a custom section, drag it into your email editor from the sections sidebar, fill in your league details, and watch the magic happen as it transforms with your league brand colors, links, etc.!</i></p>
Campaign	<p>Campaign can mean multiple things in the NICA context:</p> <ul style="list-style-type: none"> <li>• In general marketing terms, a campaign defines an <u>organized series of comms/marketing</u> actions designed to achieve a specific goal (such as driving donations, etc.) Campaigns use a focused message across multiple channels (i.e. social media, email, print). They generally feature a set timeline, defined target audience, and measurable metrics to evaluate success. <i>NICA Awards = example of a National campaign. Trek Fundraisers = example of a league campaign.</i></li> <li>• “Campaigns” is also the name of a <u>Hubspot-specific tool</u> we can use. The “Campaigns” tool pulls a bunch of our marketing assets in one place to measure their overall success. Through our Hubspot integrations with social media, email, etc., we can pull in data on engagement on multiple channels and Hubspot will quickly tell us about performance. <i>An example of a campaign we can measure is NICA Regionals: we can quickly see how all</i></li> </ul>

	<i>Regionals emails, social media, and CTAs are working and where we can make improvements.</i>
Call-to-action	A marketing term (generic) used widely to describe the prompt given to your audience to provoke a certain action. Examples of calls-to-action = “Sign up now!” “Register” “Donate” “Like this post”. It is considered best practice to include a strong and clear call-to-action in your communications.
CTA	<p>“CTA” (like campaigns) has multiple contexts in the NICA world:</p> <ul style="list-style-type: none"> <li>• In general marketing, many people abbreviate “call to action” (above) to “CTA”</li> <li>• In Hubspot, a CTA is <i>also</i> a very specific tool with marketing “superpowers” that allow us to track clicks, views, engagement in a very detailed way. CTAs can be configured as buttons, popups, slide-in prompts, banners on the top of a website, etc.</li> </ul> <p><i>As our training progresses in Hubspot, we’ll introduce more CTA features to leagues.</i></p>
Subscription type	<p>Subscription types are categories of emails you can send in HubSpot to your subscribers. Rather than just segmenting <u>who</u> receives an email, subscription types define the <u>what</u>.</p> <p>In the NICA context, our subscription types include:</p> <ul style="list-style-type: none"> <li>• National news</li> <li>• League news &amp; updates</li> <li>• League notifications &amp; alerts*</li> <li>• Coaches news</li> </ul> <p>A single contact can be subscribed to your “League news &amp; updates” but unsubscribed from National “News and updates”. Subscription types help us send relevant communications to segments of our audience who want to hear from us.</p> <p><i>*League notifications and alerts are set up to be your “must-see” emails - we have a process in place to alert us if someone who is an active coach/rider/parent unsubscribes from these emails. When leagues send emails that contain only critical/emergency info, they should always use this subscription type.</i></p> <p><i>Learn more about NICA’s specific subscription types (resource coming soon!)</i></p>
Lists	<p>Lists are aggregations of contacts that are created based on certain characteristics (i.e. coaches, riders, etc.) Lists are all about <u>who</u> you’re talking to. In Hubspot, Lists/segments are synonymous terms.</p> <p><i>Learn more about lists and subscription types <a href="#">here</a>.</i></p>
Opt-in / opt-out	<p>Opt-in means a contact must explicitly take action (like checking a box) to receive communications, while opt-out means they receive communications by default and must take action to stop them.</p> <p>All Pit Zone contacts are treated as ‘Opt-out’, meaning they are automatically subscribed to League and/or National subscription types when they register in PZ.</p> <p>Newsletter subscribers, and others are considered ‘Opt-in’, in that they are taking action to join your segments.</p> <p><i>More info about NICA’s opt-in/opt-out process here. (resource coming soon!)</i></p>
Preferences	<p>Subscription preferences allow NICA to categorize communication types, manage opt-in/opt-out statuses, and maintain <a href="#">GDPR (General Data Protection Regulation)</a> compliance.</p> <p>Users will only see the relative subscriptions that <u>they have been opted-into</u>, and will be able to control their subscription preferences with the ability to opt out of specific subscription types.</p> <p><i>Learn more about NICA’s preferences (resource coming soon!)</i></p>
Workflow	An automated sequence of actions that runs when specific conditions are met in the CRM. It can

<p><i>Replaces Iterable term</i> JOURNEY</p>	<p>be as simple as sending an email when someone fills out a form, or as complex as syncing and updating thousands of contacts when data changes in Pit Zone.</p> <p>NICA will set up workflows that send an automated email to anyone who is registering for their season, replacing our <a href="#">rider/parent/coach onboarding journeys from Iterable</a>.</p> <p><i>Our workflow capabilities in Hubspot will continue to expand and offerings to leagues will grow.</i></p>
<p>Personalization tokens <i>Replaces Iterable term</i> MERGE FIELDS</p>	<p>With personalization tokens, you can show personalized content to your contacts based on their property values. For example, you could address an email to "Dear [first name]," and pull in each contact's first name from their contact record.</p> <p><a href="#">Learn more here.</a></p>
<p>Alt-text</p>	<p>A concise, written description added to images, icons, and graphics in digital content. Image alt text is important for three reasons: accessibility, user experience, and image traffic.</p> <p><a href="#">Read more here.</a></p>