Vocabulary Patterns in Core Values of Digital Marketing Companies

Napassawan Chuanprasit[1], Suwaree Yordchim[2], Napasri Suwanajote[3], Chinchira Bunchutrakun[4]

[1-4]Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University,
Bangkok, Thailand
E-mail: [1]s64123405018@ssru.ac.th, [2]suwaree.yo@ssru.ac.th,
[3]napasri.su@ssru.ac.th, [4]chinchira.bu@ssru.ac.th

Abstract

This research examines vocabulary patterns in the core values and naming conventions of digital marketing companies. It classifies the English vocabulary used in core values and analyzes the compound nouns in company names, providing insights into linguistic trends in the industry. The study found a high frequency of nouns, verbs, and adjectives in the core values of digital marketing companies. Among 2,824 observed words, nouns were the most frequent (1,476 occurrences, 52.27%), followed by verbs (905 occurrences, 32.05%) and adjectives (443 occurrences, 15.69%). The top 20 most frequently used words included "clients" (64), "work" (57), and "teams" (51), with other common terms such as "value," "result," "business," and "goal," emphasizing collaboration, customer focus, and performance-driven strategies.

The analysis of company names identified five patterns of compound nouns. Group 1 starts with a noun (e.g., "Power Digital"). Group 2 begins with verbs (e.g., "Ignite Visibility"). Group 3 features adjectives preceding nouns (e.g.,"Disruptive Advertising"). Group 4 includes names starting with numbers or particles (e.g.,"1UP Digital Marketing"). Group 5 comprises abbreviations, acronyms, and affixes (e.g., "Elevat-o-n" and "SEM").

These findings demonstrate how linguistic choices in core values and names reflect digital marketing's emphasis on innovation, teamwork, and customer engagement, providing useful insights for branding and communication strategies.

Keywords: Vocabulary Patterns, Core Values, Digital Marketing Companies

1. Introduction

The English language plays a crucial role in global business and communication, especially in digital marketing, where clear and effective language is essential for reaching a wide audience. As the primary language of the internet, English enables digital marketing professionals to engage with diverse audiences, convey company values, and build brand identity across borders. Proficiency in English vocabulary not only strengthens client relationships but also enhances credibility by ensuring messages are clear, accessible, and relevant to audiences worldwide. In a field where precision and clarity are vital, vocabulary choices can significantly influence audience perception, impacting a company's competitiveness and reputation.

In crafting core value statements, digital marketing agencies rely on vocabulary to reflect their principles and goals. Language choice influences how clients perceive a company's professionalism, reliability, and values, with active vocabulary often highlighting energy and

forward-thinking, while passive vocabulary communicates stability and trust. By analyzing vocabulary patterns in the core values of digital marketing companies, this study aims to provide insights that can help professionals align their messaging with their brand identity, ultimately enhancing client engagement and reinforcing their position in the marketplace.

Vocabulary plays a foundational role in language, serving as the primary tool for expressing ideas, emotions, and complex concepts. In the field of linguistics, vocabulary is divided into two main types: active and passive. Active vocabulary refers to words that individuals regularly use in both writing and speaking, while passive vocabulary includes words recognized but less frequently used. Research highlights that vocabulary is more critical than grammar for communication, as it forms the basis for clear and effective language (Jamalipour & Farahani, 2012). In digital marketing, vocabulary is vital not only for clarity but also for building emotional connections and fostering inclusivity in communications. Prior studies indicate that accurate, straightforward vocabulary in marketing can maximize audience reach, create strong client relationships, and strengthen brand trust by avoiding misunderstandings or ambiguities. Moreover, knowledge of the typical usage of compound terms in English advertising is essential to comprehending English advertising (Suwannaphan, Yordchim & Lieungnapar. 2022).

2. Literature Review

This section can be divided into two parts: the definition and types of compound nouns.

Definition of compound word

A compound in English is a word formed by combining two or more words, undergoing phonological and morphological processes, such as church-goer or cranberry (Fabb, 2017). Compounds can become more complex, sometimes consisting of four or more words, such as university teaching award committee member training, demonstrating the property of recursivity, where new words are added to an existing compound (Plag, 2018). However, overly complex compounds may be difficult for speakers and listeners to understand. In forming compounds, the components are conceptually blended to create a new meaning, either literal or figurative (Dirven et al., 2004).

Types of compound words

Christianto (2020) researched that compound words are categorized as compound nouns, compound verbs, and compound adjectives:

compound noun: the head is a noun, formed by combining Noun (N), Verb (V), Adjective (A), or Preposition (P) examples: (N+N), (A+N), (V+N), (P+N).

Compound Verb: Head is a verb, formed by combining Verb (V) with Noun (N), Adjective (A), or Preposition (P) examples: (V+V), (A+V), (N+V), (P+V).

Compound Adjective: head is an adjective, formed by combining Adjective (A), Preposition (P), or Noun (N) examples: (A+A), (P+A), (N+A).

Research Objectives

1. To classify English vocabulary used in core values of digital marketing companies.
2. To explain the compound nouns from the digital marketing companies' names.

Research Scope

The data used in this study were selected from 100 digital marketing companies ranked in 2019 by Clutch. Compound noun patterns group the company names, and the company's core values are chosen for analysis.

3. Methodology

The researcher performs the research in the following steps:

2.1 Choose the core values context from the 100 *Top Digital Marketing Agencies* website.

2.2 Collect the core values from all selected companies.

2.3 Classify words in core values into nouns, verbs, and adjectives by TagAnt program.

2.4 Find the frequency of the words into nouns, verbs, and adjectives by the AntConc program.

2.5 Analyze the compound nouns from the digital marketing companies' names. Not including 10 company names that are not compound nouns.

2.6 Summarize and report the results.

4. Results

4.1. English vocabulary used in core values of digital marketing companies

1) Overall frequency of English vocabulary used in core values of digital marketing companies.

The frequency of English vocabulary in all sentences was observed. The highest frequencies of vocabulary were as follows: 1,476 nouns (52.27%), 905 verbs (32.05%), and 443 adjectives (15.69%) by counting all repeated words.

2) Frequency of the top 20 words used in the core values of digital marketing companies.

The frequency of the top 20 words from the core values of a digital marketing company's top 3rd words is: 64 clients, 57 work, and 51 teams. The others are: value, result, make, take, business, team, believe, help, people, create, strive, core, goal, achieve, marketing, and communication, respectively.

4.2. The compound nouns from the digital marketing companies' names

The most common group of compounds from companies' names includes those that start with nouns and those that include an abbreviation, acronym, or affix. The results show that there are five groups:

    Group 1 starts with a noun (s)

    1) noun and noun (n+n (29); n+n+n (2); n+n+n+n (2)), there are 33 names: for example, *Power Digital, Waypost Marketing, Sydney Digital Marketing Agency.*

    2) noun and number and noun (n + number + n (2); n + number + n + n + n (1)) *Tech2Globe Web Solutions, Page One Power.*

    3) noun and particle as in *Webfor.*

    Group 2 starts with a verb

    1) verbs and nouns (v+n (2); v+n+n (2); v + n + n+n (1)) for example, *Ignite Visibility, Accelerated Digital Media, Thrive Internet Marketing Agency.*

    Group 3 starts with an adjective

    1) adjective and noun (adj+n (3); adj+n+n (5); adj+adj+n (1); (adj+comparative+n(1)) for example, *Disruptive Advertising, Fresh Content Society, Big Red Jelly, Brighter Click.*

    Group 4 The others

    1) Start with number; for example, number + adv+ n+n (1) as in *1UP Digital Marketing, and* number + n + n (1) *as in FiveRings Marketing*

    2) particle + n (1) as in *Out Origin.*

3) determiner + adj + n (1) as in *Our Own Brand.*

4) article + n + prep + v (1)as in *The Share of Voice.*

Group 5 Including an abbreviation, acronym, affix (33)

1) abbreviation as in *adj+ spex (specs = specification) + n, ex + eco ("economy", "ecology", or "ecosystem.") executing (or carrying out) processes in an efficient or sustainable way.*

2) acronym as in *n+ FX (effects) effects processing, n+ SEM (Search Engine Marketing).*

3) affix as *in Elevat + -o + n (-o is infix) "elevate" or "raise" an experience, product, or service to a higher level, -e (prefix) + adj The "e-" prefix is widely used in modern English and typically denotes a connection to electronic, digital, or online environments.*

Discussion

The findings of this study emphasize the strategic use of vocabulary in the core values and naming conventions of digital marketing companies, revealing patterns that align with the industry's focus on innovation, collaboration, and customer engagement.

Vocabulary Usage in Core Values

The high frequency of nouns (52.27%) indicates their foundational role in expressing principles and goals clearly and directly. Words such as "clients," "work," and "teams" highlight a strong emphasis on relationships and teamwork, reflecting the collaborative nature of digital marketing. Verbs (32.05%) like "make," "take," and "create" demonstrate action-oriented messaging, underscoring the forward-thinking and dynamic approach of these companies. Adjectives (15.69%) such as "core" and "goal" convey specificity and focus, adding depth to the statements.

The top 20 frequently used words reinforce customer-centric and results-driven values, demonstrating how language choices align with client expectations and industry goals. This deliberate selection of vocabulary enhances clarity and relatability, fostering trust and credibility in client interactions.

Compound Nouns in Company Names

The analysis of compound nouns in company names identifies five distinct patterns, each reflecting branding strategies tailored to communicate professionalism, creativity, or innovation. For instance:

- **Noun-led names** (e.g., "Power Digital") convey stability and focus.
- **Verb-led names** (e.g., "Ignite Visibility") suggest action and energy.
- **Adjective-led names** (e.g., "Disruptive Advertising") highlight innovation and uniqueness.
- Names starting with numbers or particles and incorporating abbreviations or affixes reflect creativity and modernity, appealing to a global and digital-savvy audience.

These naming conventions demonstrate how linguistic elements are leveraged to establish identity, enhance memorability, and resonate with target audiences.

5. Conclusion

This study highlights the integral role of vocabulary in shaping the identity and messaging of digital marketing companies. The strategic use of nouns, verbs, and adjectives in

core values underscores their emphasis on collaboration, action, and customer focus. Similarly, the varied patterns of compound nouns in company names reflect diverse branding strategies aimed at projecting professionalism, innovation, and relatability.

By understanding and applying these linguistic patterns, digital marketing professionals can better align their communication with brand identity and audience expectations, ultimately strengthening their market presence and fostering long-term client relationships. Future research could expand on this study by exploring vocabulary patterns across other industries or analyzing cultural influences on linguistic choices in digital marketing.

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