

# Glossary terms Part 1

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## Terms and definitions

### A

**Ad extension:** A Google Ads feature that shows additional information about the business  
**Agency:** An outside partner that fulfills a company's digital marketing and advertising needs  
**Awareness stage:** The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service

**Attribution:** Determining which content and channels are responsible for generating leads, conversions, or sign-ups

### B

**Brand:** How a business or organization is perceived by the public  
**Brand equity:** The value consumers attribute to one brand's offerings when compared with similar products from another brand  
**Brand safety:** Keeping a brand's reputation safe when they advertise online  
**Business goal:** A desired aim, achievement, or outcome for a business  
**Business-to-business (B2B):** Refers to when businesses sell products or services to other businesses (when businesses purchase from each other)  
**Business-to-consumer (B2C):** Refers to when businesses sell products or services to consumers (when consumers purchase from businesses)

### C

**Consideration stage:** The second stage of the marketing funnel, when a potential customer's interest builds for a product or service  
**Consumer-to-business (C2B):** Refers to when individuals (consumers) sell products or services to businesses (when businesses purchase from consumers)  
**Consumer-to-consumer (C2C):** Refers to when individuals (consumers) sell products or services to other consumers (when consumers purchase from each other)  
**Content marketing:** A marketing technique that focuses on creating and distributing valuable content to a specific audience  
**Conversion:** The completion of an activity that contributes to the success of a business  
**Conversion rate:** The percentage of users or website visitors who completed a desired action, such as clicking on a link in an email or purchasing a product  
**Conversion stage:** The third stage of the marketing funnel, when marketers capitalize on the interest people have already shown  
**Cost per click (CPC):** The amount an advertiser pays when someone clicks on a PPC ad  
**Customer journey:** The path customers take from learning about a product, to getting questions answered, to making a purchase  
**Customer journey map:** A visualization of the touchpoints a typical customer encounters along their purchase journey  
**Customer persona:** Represents a group of similar people in a desirable audience  
**Change management:** Methods, practices, approaches, and processes that organizations take to ensure changes are implemented smoothly  
**Customer lifetime value (LTV or CLV):** The average revenue generated per customer over a certain period of time

### D

**Digital channel:** Any communication method or platform a business can use to reach their target audience online

**Digital marketing:** The practice of reaching consumers online through digital channels with the aim of turning them into customers

**Display ad:** A visual ad format placed on websites or applications

**Data:** A collection of facts or information

**Data analysis:** Examining data to draw conclusions, make predictions, and drive informed decision-making

**Data analytics:** Monitoring and evaluating data to gain actionable insights

**Data anonymization:** Techniques to mask or remove personal information from data to protect the identities of people

**Data bias:** Human error that skews data collection or interpretation of data in a certain direction

**Data-driven attribution:** Measures customer engagement with marketing content across channels to understand what is motivating them to take action

**Data ethics:** The study and evaluation of moral challenges related to data collection and analysis

**Data privacy:** Rights of individuals under the law to control how their personal information is collected, processed, shared, archived, and deleted

**Data pulling:** Collecting data from analytics tools and putting it in a spreadsheet or database

**Data reporting:** Organizing and summarizing data to track performance across marketing and sales efforts

**Data storytelling:** Conveying data insights to a specific audience using a clear and compelling narrative

**Data visualizations:** Graphical representations of data that convey information

## E

**Earned media:** Positive digital exposure generated through personal or public recommendations

**E-commerce:** The buying and selling of goods or services using the internet

**Email marketing:** Sending messages to a list of existing subscribers to share information, drive sales, or create community

**Engagement marketing:** (refer to **experiential marketing**)

**Experiential marketing:** The process of encouraging consumers to not only purchase a brand or product, but to experience it

## F

**Frequency:** How many times an individual encounters an ad

**First click attribution:** Assigns all the credit to the first touchpoint that eventually leads to a conversion

## I

**Impressions:** The total number of times an ad appears on people's screens

**Inclusive marketing:** The practice of improving representation and belonging within the marketing and advertising materials that an organization creates

**Influencer marketing:** The process of enlisting influential people to endorse or mention a brand or product to their followers on social media

**In-house:** Within a single company

## K

**Keyword:** A search term people use to find information, products, and services online

**Key performance indicator (KPI):** A measurement used to gauge how successful a business is in its effort to reach a business or marketing goal

## L

**Lead:** A potential customer who has interacted with a brand and shared personal information, like an email address

**Local search:** A search query that generates local-based search results

**Local SEO:** Optimizing content so that it displays in Google's local search algorithms

**Loyalty stage:** The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates

**Last click attribution:** Assigns all the credit to the last known touchpoint before conversion

**Linear attribution:** Assigns equal credit to each touchpoint along the customer journey

## M

**Marketing funnel:** A visual representation of the process through which people go from learning about a brand to becoming loyal customers

**Media mix:** A combination of digital channels used to reach goals and how the budget is divided among them

## O

**Omnichannel:** The integration or synchronization of content on multiple channels

**Owned media:** All the digital content a brand fully controls

## P

**Paid media:** Any form of digital promotion a brand pays to put online

**Pain points:** The problems customers want to solve

**Pay-per-click (PPC):** A type of advertising that allows the advertiser to pay only when someone clicks on an ad link

**Performance marketing:** The process of using concrete information about customer behaviors to plan and refine marketing and sales strategies

**Performance reporting:** (refer to **data reporting**)

**Personally identifiable information (PII):** Information that could be used to directly identify, contact, or locate an individual

## R

**Reach:** The total number of unique individuals who encounter an ad across their different devices

**Return on ad spend (ROAS):** How much revenue is gained versus how much was spent

## S

**Search engine marketing (SEM):** Generating traffic to a website through paid ads that appear in search engine results

**Search engine optimization (SEO):** The process of increasing the visibility of website pages on search engines to attract more relevant traffic

**Search engine results pages (SERPs):** The pages of results a search engine produces when someone performs a search

**Segmentation:** Dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history

**Social media marketing:** The process of creating content for different social media platforms to drive engagement and promote a business or product

## T

**Target audience:** The group of people most likely to purchase a company's products

**Touchpoint:** Any interaction a customer has with a brand during their purchase journey

**Transferable skills:** Skills from other areas that can help someone progress in a career in marketing

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