VOCABULARY & SOURCES

VOCABULARY

Vocabulary

Bounce Rate

Bounce rate is an Internet marketing term used in web traffic analysis. It represents the percentage of visitors who enter the site and then leave ("bounce") rather than continuing to view other pages within the same site.

Call to action (CTA)

Marketing term used extensively in advertising and selling; most often refers to the use of words or phrases that can be incorporated into sales scripts, advertising messages or web pages that encourage consumers to take prompt action.

Case study

An analysis including the description of a business problem, the solution that was deployed and the benefits that occurred for the business. Case studies are mainly used by B2B businesses highlighting their know how and expertise.

Click through Rate (CTR)

This number is the percentage of people who view your ad (impressions) and then actually go on to click the ad (clicks). The formula for CTR looks like this: (Total Clicks on Ad) / (Total Impressions) = Click Through Rate

Conversions

In online marketing it refers to the action of making someone do an action desired. For example if you are sending an email asking for newsletter subscription, the conversion would be the registration. Conversion can be the download of a file, buying a product, making a call, etc.

Vocabulary

Cost effective

Something that is of good value for the amount of money paid.

Cost per Acquisition (CPA)

Cost per Acquisition, also known as Cost per Action, is a marketing metric that measures the cumulative costs of a customer taking an action that leads to a conversion.

Cost per Mille (CPM)

CPM refers to the cost or expense incurred for every thousand potential customers who view the advertisement(s).

Direct mail

The distribution of hard-copy marketing material (leaflet, brochure etc.) to certain recipients, via postal services.

Engagement

In digital marketing, it is about building relationships with your customers. E.g. if you have a Facebook page, the more likes, comments, shares it gets, the higher the engagement is.

Impressions

Impressions refer to the number of times your ad or content has been displayed on a screen, no matter if it was clicked or not.

Vocabulary

Infographics

Graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.

Landing page

A single web page that appears in response to clicking on a search engine optimized search result, marketing promotion, email or an online ad, displaying directed sales copy that is an extension of the advertisement, search result or link. Landing pages are used for lead generation.

Lead generation

The initiation of consumer interest or enquiry into products or services of a business. In the lead generation process the targeted user is converted to lead, and then the lead is converted to customer (buyer of product/service).

Organic marketing

Act of getting your customers to come to you naturally over time, rather than 'artificially' via paid links or boosted posts.

Plugin

A plugin is a software add-on that is installed on a program, enhancing its capabilities. For example, a Facebook plugin is an add-on giving a preview of a business' Facebook page and it is usually installed in the footer of the business website.

Vocabulary

Prospect

A prospect is a potential customer that has been qualified as fitting certain criteria.

Quality Score

Quality Score is Google's rating of the quality and relevance of both your keywords and Pay-per-click ads. It is used to determine your cost per click (CPC) and multiplied by your maximum bid to determine your ad rank in the ad auction process. Your Quality Score depends on multiple factors, including: A. Your click through rate (CTR).

B. The relevance of each keyword to its ad group. C. Landing page quality and relevance. D. The relevance of your ad text. E. Your historical Google Ads account performance.

Reach

Reach refers to the total number of people who have seen your ad or content. If 100 total people have seen your ad, that means your ad's reach is 100.

Retargeting

Retargeting, also known as remarketing, is a form of online advertising that can help you keep your brand in front of bounced traffic after they leave your website. With retargeting, you get visitors who didn't convert back to your site by showing them relevant ads.

Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of optimizing your online content so that a search engine likes to show it as a top result for searches of a certain keyword.

Vocabulary

User Experience (UX)

User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities and their limitations. It is the complete, comprehensive experience of the people using your website or product, across every aspect and every facet.

User Generated Content (UGC)

User-generated content (UGC) is any content—text, videos, images, reviews, etc.—created by people, rather than brands.

SOURCES

Sources

Branding
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