



Marketing Terms Glossary

A/B Test: is the practice of showing two variants of the same web page to different segments of visitors at the same time and comparing which variant drives more conversions.

Bottom of Funnel: is the purchase stage of the online buying process, as a result of responses to web marketing.

Brand Equity: the differential effect that knowing the brand name has on customer response to the product or its marketing.

Channel Growth: net number of new followers you're gaining on channels.

Click Through Rate (CTR): a form of KPI, a popular KPI for measuring if something is being productive at sending a website to your traffic from email, or social, etc. Equal to how many users are clicking the links included in your content. % of users clicking on posts/ads divided by total number of impressions.

Cold Audiences: they have never heard of you. The industry benchmark for CTR on a social ad for a cold audience is .9 –1%; 99% of ads sent to cold audiences are trying to sell off the bat, but we recommend introducing ourselves with consumer-centric, value-add content.

Content Calendar: a written schedule of when and where you plan to publish upcoming content.

Content Pillars: referred to at large as categories or themes, content pillars are a storytelling framework. Content pillars help you get organized, align your content to business goals and prioritize your storytelling. It helps your customers systematically increase “like and trust” because there is cohesion.

Conversion Rate: the percentage of visitors to your website that complete a desired goal (a conversion) out of the total number of visitors.

Cost Per Click (CPC): refers to the actual price you pay for each click in your paid marketing campaigns.

Custom Conversions: to track and retarget based on specific user transactions/ actions and behavior you need to set up a custom conversion A very specific action, for example, if you want to track an audience who has read a blog post or watched 50% of a video.

Earned media or earned content: think of the “freebies” you get when people engage with or share your content - this is people talking about you to their friends or network. It's often



forgotten, but it's how you get the most out of the time you invest in owned, and the money you invest in paid.

Engagement Rate: % of number of engagements on a post divided by the number of impressions X 100 (i.e. likes, comments, video views, clicks, dm, shares).

FAQ: frequently asked question. a list of questions and answers relating to a particular subject, especially one giving basic information for users of a website.

Funnel: consumer journey from learning about the product to actually purchasing it, Starting with Awareness, Consider Purchasing, Very interested in purchasing product, Purchasing Product, Repeat Customer, Usually a strategy in each phase of the funnel.

Giveaways: A company runs a contest in which something of value is awarded to a selected winner. Customers are able to enter the contest for free, in exchange for giving up their data.

Hot Audience: customers that you can sell to again. People who have visited your website or supplied their contact details.

Impressions: total number of times your content was seen, counts a single user more than once.

Key Performance Indicator (KPI): these are metrics by which you are measuring if something is a failure, hitting benchmark or successful. It is anything measuring a performance goal.

Landing Page: a single web page that appears in response to clicking on a search engine optimized search result, marketing promotion, marketing email, or an online advertisement.

Lead: as good as a traffic visitor, someone to retarget because you've successfully engaged them in some way (i.e. email subscriber, followers).

Lead Generation: the initiation of consumer interest or inquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads.

Lookalike Audience: Facebook will basically take one of your warm audiences (you can use your social media followers, your website traffic, and even your customer list) and Facebook will create a cold audience that "looks like" your warm audience. Therefore, the quality of that cold audience should be greater than if you were just shooting in the dark.



Look & Feel: also known as brand identity or visual identity. If you want to increase the likelihood that when people land on your profile, they choose to follow you, then this is something you need to take seriously.

Measurement Model: aligning and assigning Key Performance Indicators (KPI) to your content and social program. Knowing your benchmarks so that you can monitor performance and understand if your efforts are successful.

Mission Statement: a statement of the organization's purpose - what it wants to accomplish in the larger environment.

Online Funnel: strategic way of tracking how your marketing guides potential customers through the buying process (i.e. email subscription, Facebook ads).

Organic Content: is anything that happens on social media without paid promotion. When you post as your page but don't put any money behind this you are creating an organic post.

Owned: content that you have on your owned channels, such as website, social media, and email. This is content you produce and without putting any money behind it, and you publish it on your own channels.

“Owned- Earned- Paid” Model: applies to all content, focusing on social. Every type of content that a brand must have in order to grow online.

Paid: paid content is anything that you put paid dollars against. In this guide we'll be talking about paid social media.

Paid Social Framework: aligning your paid social budget and efforts (goals, platforms, tactics) with business goals. Having a strong point of view on which platforms and tactics will best drive brand growth, engagement, and traffic and operating within that framework for consistency and success.

Personification: the attribution of a personal nature or human characteristics to something nonhuman, or the representation of an abstract quality in human form.

Pixel Test: A pixel piece of code that basically acts like a tracking ID. When running Facebook ads, you install a pixel on the website to track anyone who visited a specific product page, generally visited the website/homepage, or any other of your custom conversions. You can go into FB Ads and retarget people who have, for example, been on your website in the last 180 days.



Reach: total number of unique users that are seeing your content, similar # as impressions, but users are only counted once.

Search Engine Optimization (SEO): the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

Search Engine Marketing (SEM): a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

Sticky Content: content where the goal is to get more people to engage with your brand (not to sell more products immediately). This is the type of content that people share.

Strategic Alignment: when your social media content strategy, tactics, and every day programming are aligned with your business goals.

Top of Funnel: the first stage of the buyer's journey. It is the part of the process where marketers will spread brand awareness about their products and services to generate leads that will hopefully, eventually, become customers.

User Generated Content (UGC): is any form of content, such as images, videos, text, and audio, that has been posted by users on online platforms such as social media and wikis. It is a product consumers create to disseminate online products or the firm that markets it.

Warm Audiences: website visitors, people who have engaged with your social channels in the last 180 days (you can play around). They know you, have engaged with you, and they're thinking about buying. They just need you to help get them in the right place.