

MARKETING

BUZZWORDS

BUZZWORD	DEFINITION
A/B Testing	When you test two different versions of a web page, email headline, ad or CTA to see which one is better at attaining the desired result
Brand Identity	Your business's persona, style, and reputation online.
Buyer Personas	A representation of your ideal customer(s) based on market research and existing customer data.
Call to Action	The instructions you leave with your target audience to persuade them to take a desired action
Re-targeting	A form of online advertising where you can target users who previously visited your website with banner ads on display networks across the web, apps and social networks.
Event-triggered Email	An email that is sent to your subscriber based on an event occurring such as a welcome email when they sign up, an anniversary or an email with a discount code on their birthday.
Customer Journey	The roadmap to knowing your customer and walking in their shoes.
Evergreen Marketing	Content that remains valuable and doesn't age in a hurry.
Long Tail Keywords	Usually a specific phrase of 3-4 words a user might input to find a product or service like yours.
Search Engine Optimization	How discoverable your page is based on the key search terms that it relates too.
Personalization	Providing your audience with a unique experience by creating marketing materials that appeal to specific groups.
Reputation Management	This refers to the management of information and communications that could shape the public perception of a company or individual, both positive or negative.
Click Through Rate	How many users click on a link through to a destination, usually your website.
Influencer Marketing	Refers to using popular or famous individuals' social media channels to promote your product or service.
Micro-Moment	Frequent instances when you need help with something and reach for your phone.
Marketing Automation	A software platform that allows you to drive more leads, convert those leads to sales, and optimize your spend.
Customer Alignment	The extent to which a business's goals and products are oriented to the values and needs of the customer.

MARKETING

BUZZWORDS

BUZZWORD	DEFINITION
Touchpoints	The moment that a customer comes into contact with your business.
Low Hanging Fruit	When someone says they want to go after the low hanging fruit, it means they want to accomplish the goals that are most achievable first in order to get some quick and easy wins early in your marketing campaigns
Attribution Tracking	Attribution is the science of determining where leads and purchases come from in an online marketing environment.
User Generated Content	Any content that has been created and published by unpaid contributors. Often, those contributors are fans who promote a brand instead of the brand promoting itself. UGC can be content of any type, including blogs, website pages, images, social media posts, and testimonials.
Geofencing	A form of location-based marketing.
Omnichannel	A seamless online presence through different channels to reach a broad range of potential customers.
Landing Page	A standalone web page with a specific purpose or call to action for visitors.
Podcasts	Podcasts provide an accessible, convenient way for professionals to stay tuned in to the latest market trends and marketing strategies.