

# marketing glossary

**Digital Marketing** - advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel. Simply put, digital marketing is any form of marketing products or services that involves electronic devices.

**Content Marketing** - a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

**Inbound Marketing** - a business methodology that attracts customers by creating valuable content and experiences tailored to them. While outbound marketing interrupts your audience with content they don't always want, inbound marketing forms connections they are looking for and solves problems they already have.

**Multichannel Marketing**- refers to the ability to interact with potential customers on various platforms. A channel might be a print ad, a retail location, a website, a promotional event, a product's package, or word-of-mouth.

**Content** - is the material you publish, it could be writing, visuals, video, podcasts, presentations, etc. This content can be published on blogs, webpages, social accounts, print, audio channels, etc.

## Search Engine Optimization

**Search Engine Marketing (SEM) or Pay-Per-Click (PPC)** - Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages or also referred to as Pay-Per-Click (PPC).

**Search Engine Optimization (SEO)** - the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

**Local SEO** - the process of 'optimizing' your online presence to attract more business from relevant local searches.



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**On-page SEO** - the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.

**Off-Page SEO** - refers to all of the activities that you and others do away from your website to raise the ranking of a page with search engines.

**Technical SEO** - focuses on improving the technical aspects of a website in order to increase the ranking of its pages in the search engines.

**Meta Description** - The meta description is the 160 character snippet used to summarize a web page's content. Search engines use these snippets in search results to let visitors know what a page is about before they click on it.

**Alt Text** - are used within an HTML code to describe the appearance and function of an image on a page. Since bots can't see, they rely on image descriptions.

**Inbound Link** - a form of off-page SEO where you earn links from other websites that direct readers to your own site.

**Outbound Link** - links from your website to another website.

**Internal Link** - links from one website to another page on that same website.

## Social Media

**Social Media Marketing (SMM)** - is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

**Hashtags** - a word or keyword phrase preceded by a hash, also known as the pound sign (#). It's used within a post on social media to help those who may be interested in your topic to be able to find it when they search for a keyword or particular hashtag

**Stories** - are mobile, full-screen, vertical videos and images that appear outside of your regular feed and only last for 24 hours before they disappear.



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## Email Marketing

**Email Marketing** - is a highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing emails convert prospects into customers, and turn one-time buyers into loyal, raving fans.

**Open Rate** - an email marketing metric that measures the percentage rate at which emails are opened.

**Click Through Rate** - is the measure of how many people clicked on a hyperlink, CTA, or image within a particular email

**Unsubscribe** - means to remove your email address from a mailing list so as not to receive any further emails or communications.

## Analytics

**Key Performance Indicators (KPI's)** - a measurable value that demonstrates how effectively a company is achieving key business objectives. Website, social media and email marketing.

**Sessions** - sometimes referred to as visits, these are the individual periods of time that visitors spend on your site

**Unique Users** - is the number of new and returning people who visit your site during a set period of time.

**New Users** - is a visitor who, according to Google's tracking snippet, has never been to your site before and is initiating their first session on your site.

**Bounce Rate** - a metric that measures the percentage of people who land on your website and do completely nothing on the page they entered. Anything less than 40% is excellent, 41-55% is average, 56-70% is high, anything above 70% is alarming.

