

MARKETING PATHFINDER

Marketing Terms & Acronyms Glossary

A

A/B Testing: Comparing two versions of a webpage, email, or other marketing asset to see which performs better.

Above the Fold: The portion of a webpage visible without scrolling.

AdWords: Google's advertising platform for running paid search ads.

Affiliate Marketing: Earning a commission by promoting other companies' products or services.

ATL (Above the live advertising) advertising with a broad reach approach like TV, Radio and Newspaper.

B

B2B (Business-to-Business): Marketing products or services to other businesses.

B2C (Business-to-Consumer): Marketing products or services directly to consumers.

Brand Awareness: The extent to which consumers recognize and remember a brand.

BTL (Above the live advertising) advertising with a targeted approach like direct mail, instore and social.

BA (Brand Ambassador)

C

CPA (Cost Per Acquisition): The cost associated with acquiring a new customer.

CPA (Critical Path Analysis): A project timeline with key milestones and dates

CPC (Cost Per Click): The amount paid by an advertiser for each click on their ad.

CPM (Cost Per Thousand Impressions): The cost of 1,000 ad impressions.

CTA (Call to Action): A prompt encouraging users to take a specific action.

CRM Customer relationship management

D

Demographics: Statistical data relating to the population and particular groups within it, used to target marketing efforts.

Direct Mail: Sending promotional material directly to potential customers via postal mail.

E

Email Marketing: Sending promotional messages to a group of people via email.

Engagement Rate: A metric that measures the level of engagement a piece of content receives from its audience.

F

Funnel: The marketing model that represents the journey a customer takes from awareness to purchase.

G

Geotargeting: Delivering content or advertisements to consumers based on their geographic location.

Google Analytics: A web analytics service that tracks and reports website traffic.

GTM (Go To Market) strategy: A plan that details how an organisation can engage with customers to convince them to buy their product or service and to gain a competitive advantage. A GTM strategy includes tactics related to pricing, sales and channels, the buying journey, new product or service launches, product rebranding or product introduction to a new market.

H

Heatmap: A data visualisation tool that shows how users interact with a webpage.

I

Impressions: The number of times an ad is displayed to a user.

Inbound Marketing: Attracting customers through content and interactions that are relevant and helpful.

J

Joint Venture: A business arrangement where two or more parties collaborate on a project or business activity.

K

KPI (Key Performance Indicator): A measurable value that demonstrates how effectively a company is achieving its business objectives.

L

Landing Page: A standalone web page created for a marketing or advertising campaign.
Lead Generation: The process of attracting and converting strangers into prospects.

M

Market Segmentation: Dividing a market into distinct groups of buyers with different needs or characteristics.
Marketing Automation: Technology that manages marketing processes and campaigns across multiple channels automatically.

N

Niche Marketing: Targeting a specific, well-defined segment of the market.

O

Organic Traffic: Visitors who arrive at a website through unpaid search results.

P

PPC (Pay Per Click): An advertising model where advertisers pay each time a user clicks on one of their online ads.
Persona: A detailed description of a fictional character that represents a segment of the target audience.
POS (Point of Sale) the place at which a retail transaction is carried out.
PO (Purchase Order): a commercial document issued by a buyer to a seller, indicating types, quantities, and agreed prices for products or services required

Q

Qualified Lead: A potential customer who has been identified as more likely to become a client.

R

ROI (Return on Investment): A measure of the profitability of an investment.

Retargeting: Advertising to users who have previously visited a website but did not complete a desired action.

RFP (Request for Proposal): a business document that announces a project, describes it, and solicits bids from qualified contractors to complete it.

S

SEO (Search Engine Optimisation): The process of optimising a website to rank higher in search engine results.

SMM (Social Media Marketing): Using social media platforms to promote products or services.

SWOT Analysis: A framework for identifying and analysing the internal strengths and weaknesses, and external opportunities and threats of a business.

SOW (Scope of Work): is the area in an agreement where the work to be performed is described.

T

Target Audience: A specific group of consumers identified as the recipients of a marketing message.

Touchpoint: Any point of interaction between a customer and a business.

TTL (Through the line advertising): This combines the wider audience and direct approaches, of above and below the line marketing, to attempt to both raise brand awareness and target specific potential customers.

U

USP (Unique Selling Point/proposition): The factor that differentiates a product from its competitors.

UGC (User-Generated Content): Content created by users, typically shared on social media or other online platforms.

V

Viral Marketing: Strategies that encourage individuals to pass on a marketing message to others, creating potential for exponential growth.

W

Webinar: A seminar conducted over the internet.

White Paper: An authoritative report or guide that informs readers about a complex issue and presents the issuing body's philosophy on the matter.

X

XML Sitemap: A file that lists all the pages of a website, used to inform search engines about the content available for crawling.

Y

Yield: The revenue generated from a particular advertising campaign or marketing strategy.

Z

Zero Moment of Truth (ZMOT): The moment in the buying process when a consumer researches a product prior to purchase.

