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# Jargon Buster

Acronyms



MN Q A @ U P S W



## Bottom of the Funnel

The final stage of the customer journey, where prospects look for tools and content, like demos or product pages, that will help them make a purchase decision.





## Customer Lifetime Value

A measure of the average revenue a customer is expected to generate over their entire relationship with a company.





# Content Management System

Software that helps you manage digital content. You can use a CMS to create, edit, organize, and publish content on a website.







## Conversion Rate

Conversions refer to when a user responds to a call to action, like buying a product, opening an email or signing up to a newsletter. CR is the percentage of users that take that desired action.





## Customer Relationship Management

CRM is how companies manage interactions with existing and potential customers. It can refer to a strategy, a process, or a software solution like Salesforce or HubSpot.





## Conversion Rate Optimization

The process of increasing the percentage of users who complete a desired action on a website. CRO can help increase qualified leads and revenue.





## Call to Action

A text prompt on a webpage, in an email or on an ad which prompts users to perform a specific action, such as clicking a button or a link. For example, 'Shop now', 'Sign up' or 'Download'.





## Click Through Rate

When it comes to ads, CTR is the number of clicks that your ad receives divided by the number of times your ad is shown. In email marketing, it measures how many people clicked on a link or CTA in a specific email.





## Direct Message

A private communication between social media users. In marketing, it refers to using SMS marketing, web messaging and social media messaging to directly reach a person.







## Go-to-Market Strategy

A comprehensive plan to help you launch your new business, product, service, or brand. It can include target audience research, a marketing plan and sales and distribution strategies.







## Landing Page

A web page created as part of a specific marketing campaign. Users land on your LP when they click on an online ad, or on a link in an email, social media post or search engine result page.

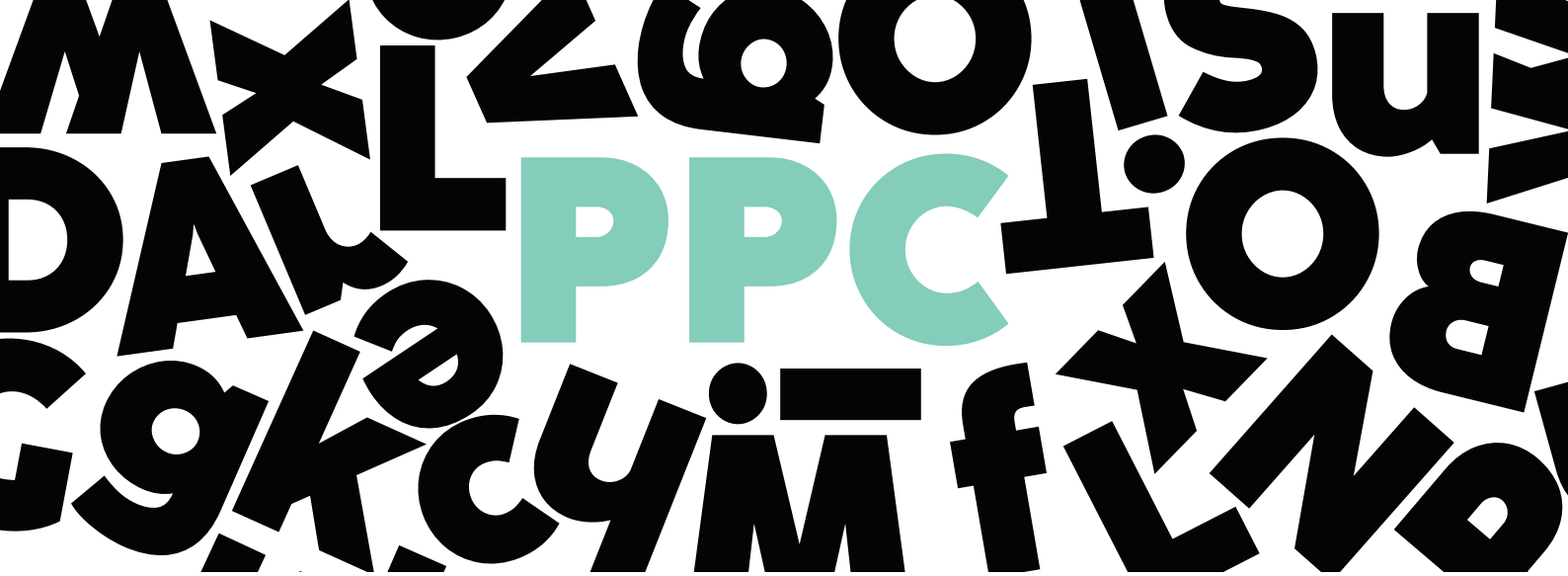




## Middle of the Funnel

The evaluation stage in the customer journey where prospects research solutions to their needs and you establish a trust-based relationship with them. How-to and product guides are examples of MOFU content.





## Pay Per Click

A form of paid media in which search marketers can bid on ads that appear above the organic results on search engines, by bidding on particular keywords and terms.





## Return on Ad Spend

A metric that measures the amount of revenue earned for every euro spent on advertising. You divide the revenue from your ad by its cost, and multiply that number by 100.





## Search Engine Marketing

Also called paid search, it refers to paid advertising on a search engine results page. SEM ads are used to gain visibility on search engines and drive traffic to websites.





## Search Engine Optimization

It refers to ways of improving your website's content and structure to rank higher on a search engine results page, so prospects can find you more easily. Relevant keywords, friendly URLs and creating great content are common SEO tactics.





## Search Engine Results Page

The page that a search engine like Google or Yahoo returns after a user conducts a search. SERPs can contain paid ads at the top, followed by organic results and features like the 'People Ask' box.

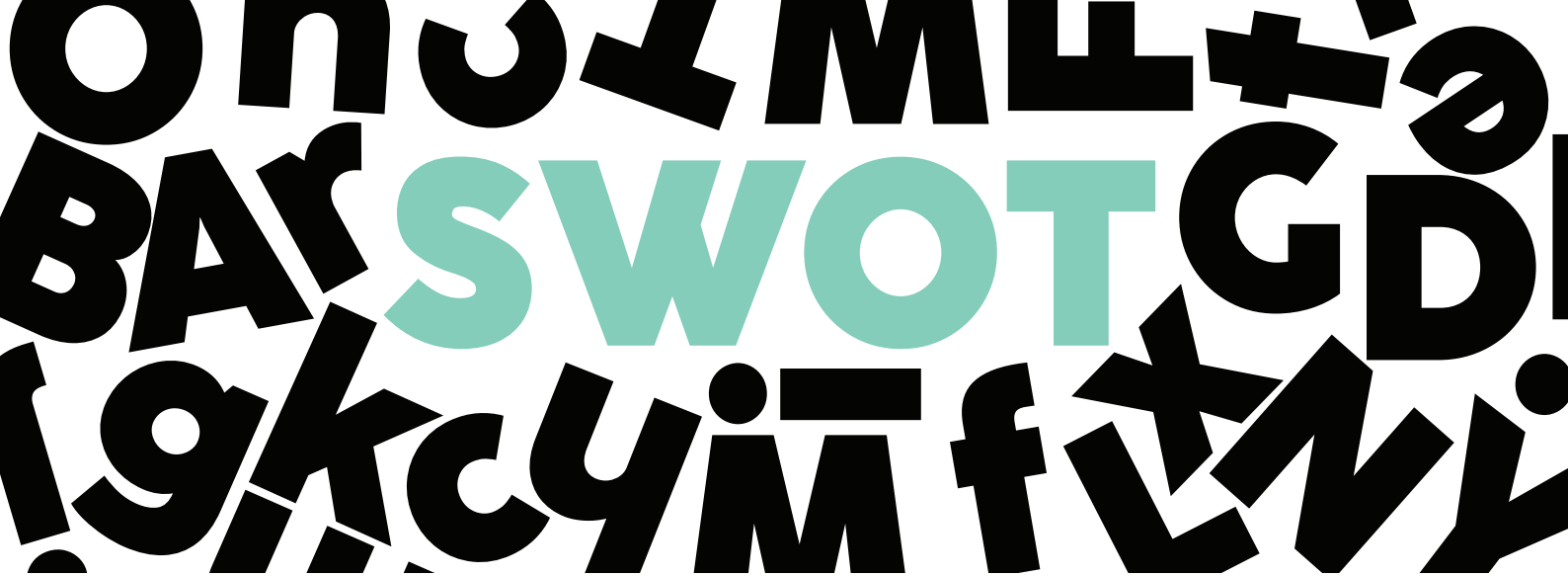




## Social Media Marketing

A form of digital marketing that leverages social media platforms to create awareness around a brand, product or service, as well as increase sales and drive website traffic.





## **Strengths, Weaknesses, Opportunities, and Threats**

An analytical exercise in identifying your company's Strengths, Weaknesses, Opportunities, and Threats. It's a useful and objective way to keep your marketing goals on track.





## Top of the Funnel

The first stage in the customer journey, where you introduce prospects to your brand, service or product. It's also called the awareness stage, when you want to engage with prospects and capture their attention.

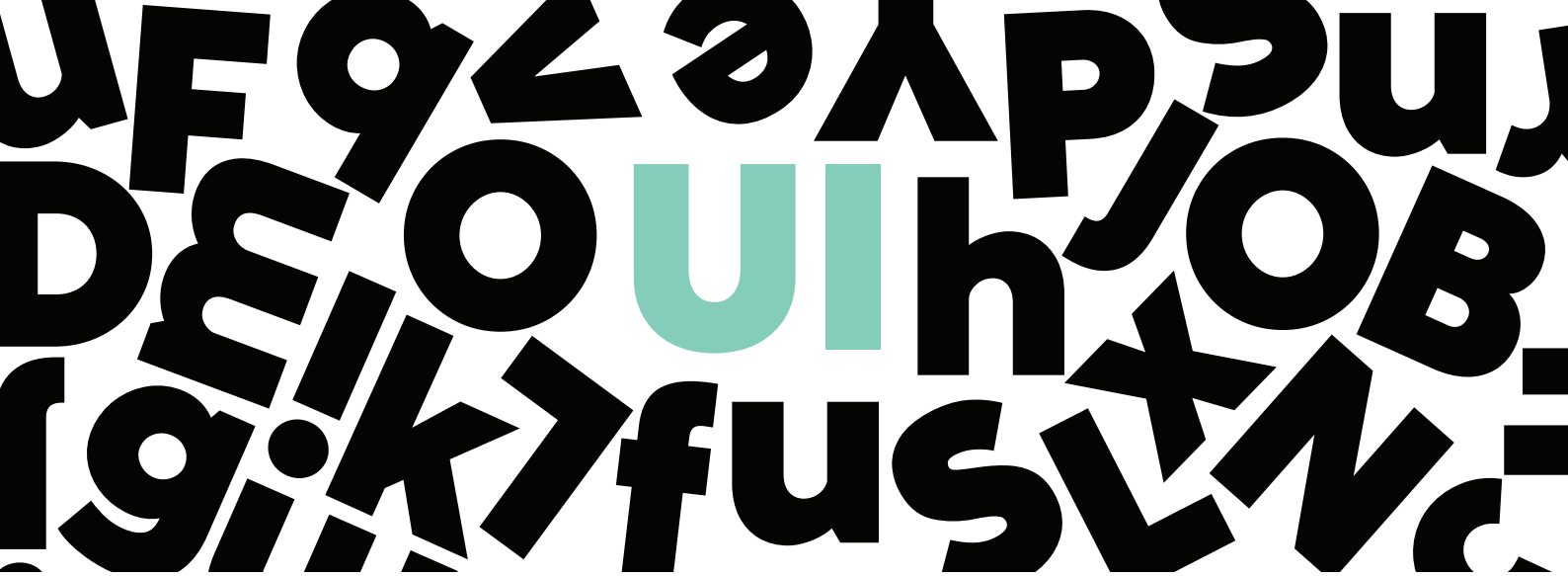




## User Generated Content

Content created by your online audience and customers. It can include product reviews, customer testimonials, imagery and recommendations that promote your brand.





## User Interface

Any technology you interact with as a user is part of the user interface. This includes pages, screens, buttons, forms and other visual elements that are used to interact with the device. Every app and every website have a user interface.





## Uniform Resource Locator

This is the unique web address of any internet resource, like websites, images or documents. URLs can help with SEO by providing information to search engines about the content and purpose of a webpage.





## Unique Selling Proposition

This refers to the unique benefit or quality of a product or service that makes it stand out from competitors.





## Urchin Tracking Module

Tracking parameters or text-based tags added to the end of a URL that allow you to measure the performance of marketing campaigns and track the exact source of traffic using Google Analytics. Examples of UTM parameters; source (Facebook), medium (Social), and campaign (Sale).







## User Experience

The overall experience of a person using a website or digital app. UX considers how easy, engaging and enjoyable the user's journey is.

