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Digital Marketing Glossary

introduction

Digital marketers speak a language all their own. For more help understanding these terms, visit our blog.

basic concepts



Buyer's Journey

Journey a buyer persona takes from awareness to consideration to decision when seeking services or solutions.

Buyer Personas

Semi-fictional representations of the decision makers and influencers who research, consider and select your products and services.

CMS

(Content Management System) software used to create, edit and manage your digital content.

Ideal client profile

A company that is your most ideal industry, company size, company revenue, and geographical location to work with.

Inbound marketing

Customer-focused, two-way communication. Permission-based, with a goal of being personalized, helpful, relevant, and meeting customers where they are.

Lead generation

Process of generating marketing qualified leads to hand over to your sales team.

Lead nurturing

Process of continuing to nurture a lead through your sales and marketing to becoming a customer.

Marketing tech stack

Tools and technologies that work together to form your digital marketing infrastructure. Often have components for SEO, email, social media, CRM, CMS, analytics and advertising.

MQLs

(Marketing Qualified Leads) Leads that have been qualified by the marketing team to be interested in your company/product and more likely to become a customer than other leads.

Outbound marketing

Self-focused, one-way communication. Goal is to blast your message out far and wide to as large an audience as possible.

SQLs

(Sales Qualified Leads) Leads that have been qualified by the sales team as a potential customer.

anatomy



Above-the-fold

Area on your website that downloads first and is visible to the visitor without scrolling.

Call-to-Action (CTA)

It is a button, link, or image where the goal is to get the visitor to visit a landing page in order to convert them to a lead.

Conversion point

Webpage where a conversion or collection of contact information is successfully completed, such as on a landing page.

Forms

Visitors fill out info fields to sign up for updates and content downloads. It is best practice to only ask for information that will help qualify a lead or enable sales to follow up with them.

Landing pages

Simplified webpages set up to promote a particular piece of content or an event. These pages will not have website navigation, hyperlinks to other pages, or anything to distract the user from filling out the form, which is the ultimate goal for the page.

Lead magnets

Any digital, downloadable content that a lead would give up their contact info/ fill out a form to receive such as pdfs, eBooks, white papers, videos, etc.

Pathway pages

Helps to direct visitors to more specific inner pages. For example an overall products pathway page would feature all of your products at-a-glance, with clickable images for each product that take visitors to those pages.

Pillar pages

SEO-rich, copy-heavy pages meant to be the “ultimate guide” to something. Used to educate visitors on complex topics, and often entail multi-media such as videos, animation, graphics, etc.

Thank you pages

Webpages that appear to the visitor to thank them for filling out the form on the landing page.

User Experience (UX)

The overall user experience (UX) is the impression a person using a product such as a website or computer application has, especially in terms of how easy or pleasing it is to use.

User interface (UI)

This refers to the buttons, text and other elements as well as how these pieces interact when a user engages. For instance, when someone hovers what they determine to be a button, the button changes (or at least it should in some way)!

tactics



Content marketing

Creating sharable, downloadable content (gated and un-gated) to position you as a thought leader and for the purpose of educating your visitors and capturing leads.

Conversion rate optimization (CRO)

Using data and best practices to improve conversion rates on existing content.

Pay-per-click (PPC)

Ads shown in search results, social media, and on websites where the advertisers pay for each click on their ad.

Remarketing

A display advertising technique used to stay top of mind to website visitors that may not have made a purchase or converted on a site.

Search engine optimization (SEO)

Increasing the quality and quantity of your website traffic by increasing its position in search results.

Pathway pages

Helps to direct visitors to more specific inner pages. For example an overall products pathway page would feature all of your products at-a-glance, with clickable images for each product that take visitors to those pages.

analytics



A/B testing

Comparing two variations of a single variable to determine which performs best in order to improve marketing metrics.

Click-through rate

The percentage of people who clicked through from one step of your marketing campaign to the next.

Conversion rate

The percentage of people who filled out a form on a webpage.

Direct traffic

Traffic flowing to your website directly with no referring URL.

Hard bounce

Permanent delivery issue where emails are not delivered possibly because of the email address is bogus or the receiver blocked you.

Key performance indicator (KPI)

Metrics tracked to evaluate success towards achieving marketing goals.

Open rate

The percentage of subscribers that opened an email campaign.

Organic traffic

Visitors directed to your website as a result of unpaid search results.

Soft bounce

Temporary delivery issue where emails are not delivered, possibly because of the receiver's inbox being full.

Need help improving your SEO, design, content or website performance?

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