

Some Marketing & Advertising Words, a comparison

Marketing

A/B Testing - comparing two different messages within a campaign

Analytics - discovering trends in industry and how will affect you

Business-to-Business (B2B) - company that sells to other companies

Business-to-Consumer (B2C) - company that sells to individual clients/patrons

Business Blogging - directing online traffic through writing short pieces and using keywords that lead them to that posting

Bounce Rate - people who go to your website but do not explore more than that one webpage (bounced away)

Brand Awareness - consumer recognition of your brand that includes how positive an image they have for what you do

Buyer Persona - also known as “Ideal Client” or “Avatar” - typical or preferred client/patron in purchasing or participating in what you do

Call to Action - what action you invite a consumer to complete such as clicking on a link, subscribing to a free or paid service, attending an event, etc.

Click-through Rate - opposite of “Bounce Rate,” when people click beyond the original website/webpage that got them there that shows curiosity and potential sales

Churn Rate - number of people “lost”

Advertising

Ad Copy - printed text or spoken words in the advertisement

Advertising Allowance - money given by you to another company/person to advertise on your behalf for a specific product or service

Advertising Budget - money set aside for advertising, often combined with the Marketing Budget though could be its own line item

Advertorial - an ad that appears to be an article or editorial, similar to infomercials

AIDA - Stands for Attention, Interest, Desire, and Action that is known by many in the advertising industry as a desired model when creating ads

Appeal - selling message of the ad

Art Proof - visuals and/or art for an ad that needs to be reviewed by the client

Audience - number of people or households that will come upon the advertisement despite if they read, saw, or experienced it

Audience Duplication - number of people who are exposed to an advertisement more than once

Bulldog Edition - print publication available earlier than for the average audience

Buried Position - ad hidden due to placement within the overall piece

Marketing - Continued

Conversion Rate - number of people who respond to the “Call to Action” on the website, newsletter, or other invite such as clicking a button, subscribing, etc.

Conversion Rate Optimization - strong techniques to increase conversion rate such as web design, social media campaigns, or how you decided to connect to people through your newsletter/emails

Cost Per Lead - how much it you need to spend to get one lead to determine your effectiveness

Customer Relationship Management - how you track existing and potential clients/patrons that could include software and support to schedule appointments, sending emails (automatic and manual), and any interaction with the clients/patrons

Digital Marketing - marketing done online in all its forms and the many devices ranging from phones to computers

Inbound Marketing - marketing that brings people to your website and usually regular content must be added on the website to continue for people to come back

Infographic - visual to help explain concepts and encourage people to use your services

Landing Page - inbound link leads people to this page for the next step or to generate leads or some kind of Call to Action

Lead Nurturing - finding ways to engage leads and transform them into a paying client/patron

Advertising - Continued

Card Rate - media rates by a broadcast station or print publication and sometimes known as “rate card”

Category Development Index (CDI) - percent of your sales of a specific product or service in comparison to the population/audience for that product or service

Channels of Distribution - ways for you to distribute out with products or services of various venues and organizations

Circulation - average number of copies distributed to the people/audience often linked to print publications

Clutter - distractions around your ad by the presence of other ads or other writings or visuals

Collateral Materials - item(s) that are left behind by the salesperson given in-person and/or personalized rather than what is shared to the mass market, examples are brochures, catalogs, folders

Combination Rate - special pricing if purchasing time or space for advertising for more than one format/vehicle

Comparative Advertising - comparing the features of one service against another service

Cooperative Advertising - one or more people combining interests to advertise together in one piece/ad

Door-Opener - product or ad to lead to one listening to sales pitch

Marketing - continued

Mobile Marketing - marketing techniques and processes for mobile devices on the searching/consuming habits of people

Mobile Optimization - user-friendly navigation and needs for mobile devices such as how a website or menu appears on the smaller screens

Net Promoter Score - how likely someone would refer your services to someone else

Pay-Per-Click - type of digital advertising on a unique user that goes to your website through clicking on an ad

Qualified Lead - potential client/patron that wishes for more information

Responsive Design - ability for a web design to work for any device being used to access it and takes away the need of a separate mobile-optimized site

Return On Investment (ROI) - how many sales generated from certain paid actions, gain of investment minus cost of investment divided by cost of investment

Search Engine Optimization (SEO) - increasing rank of website when a potential customer searches with keywords, tags, phrases, or images related to what you do

Unique Visitor - someone who has not been to your website before

User Experience - how the client/patron feel about interacting with your services

Word-of-Mouth Marketing - relies on positive reviews from person to person

Advertising - continued

Earned Rate - discounted rate depending on the number of media placement, frequency, or items

End-User - person who uses the product or services

Exposure - people who have seen or experienced the advertisement

Eighty-twenty Rule - about 80% of the service/product will be consumed by 20% of the consumers

Eye Tracking - notice of eye movement as one first sees an advertisement

Horizontal Publications - business publications that appeal to those of similar interests

Image Advertising - promoting the visuals/images more than the features

Institutional Advertising - promoting an institution/organization rather than a service or product

Integrated Marketing Communication (IMC) - combining marketing and advertising as a unified force rather than being isolated

Noncommercial Advertising - goal to educate, public service announcement

Percent-of-Sales Method - determining the advertising budget by reviewing past sales and predicting future sales

Vertical Publications - publications with specific content and specialized