

Marketing Glossary

Marketing Term	Definition
A/B Split Testing Bucket Testing	The process of testing two very similar marketing elements (advertisements, landing pages, etc.). These two are typically differentiated by a change in one variable (copy wording, headline, format, image) by running them simultaneously. The marketer chooses the one that performs best.
Above the Fold	A holdover from direct marketing postal letters, this term is a reference to the content that appeared above the first crease in a typical letter fold. Signifies priority content design to catch the reader's attention immediately and hook them. On websites, it refers to what appears on the page before you scroll down.
Ad Copy	The text and wording of an advertisement. Designed to get interest, create engagement, and lead to a specific action for the customer to take.
Affiliate Marketing	A marketing arrangement, based on performance, whereby a marketer pays an affiliate for each customer they bring. Many internet marketers create affiliate programs where they enlist the help of other marketers and pay them a percentage of each transaction.
AIDA & NewaAIDA	AIDA is an acronym for "attention, interest, desire, action", it's used to describe the process a customer goes through when they encounter a product or service offering. It's also the process that the marketer wants to facilitate and get the customer to make a buying decision. Alternatives such as Ian Moore's NewAIDA (Navigation, Ease, Wording, Attention, Interest, Desire, Action) have been proposed in a realization that AIDA may be slightly simplistic from an advertising perspective.
Answering Service & Chat	A customer engagement tactic that allows interaction with customers either over the phone, in the case of answering services, or through chat dialogue on a website.
ARPU	ARPU is an acronym for "average revenue per unit". Typically used in subscription models, it's calculated as total revenue divided by total subscribers.
Auto-Responder	Describes various email list services that automate delivery of a series of emails to subscribers in a mailing list.
Baby Steps	Describes a small incremental step that the customer takes in the sales process. For example, providing an email address and/or a call-back number in exchange for a free offer. Selling certain products may take additional information, building a stronger relationship, and customer cultivation, in which case it is often helpful to have a baby steps.
BANT	BANT is an acronym for the typical lead qualification approach:

Marketing Glossary

	“budget, authority, need, timeline”. The rationale being that for a customer to actually make a buying decision they need to be able to afford it, have the decision making authority, have a legitimate need, and that need must be in a relevant timeline (soon). See Qualification.
Bounce Rate	This is the percentage of people that land on a website but subsequently do not click through to a second page or take any other action.
Branding & Positioning	The process of creating certain positive associations with a company name and/or mark (logo), in the mind of the consumer, so that the brand serves as an analog for a much larger concept. This is accomplished through a combination of communication and customer experience.
Buying Behavior	Describes a usually predictable set of behaviors associated with a particular customer demographic and psychographic, or a particular product category. For example, this customer group typically buys under a set of conditions. Or when people purchase this type of product they typically want (x, y and z) to be true.
Call to Action	A clear, compelling request for the customer to take a specific action. Typically an easy action that doesn't require too much on the part of the customer. See Baby Step, Friction, and One Thing.
Churn Rate	This is the cancellation rate. Calculated as the number of existing customers lost in a period.
Click Through Rate	This is the percentage of people who actually take some action when they land on a website. This is the inverse of bounce rate.
Confidence Elements	These are also known as trust elements, and are items that are included in advertisements to increase people's confidence. For example, the Better Business Bureau seal, customer testimonials, social media feeds, and key customer logos.
Consultation	The part of the sales process where a meeting with customers is held to have a dialogue and better understand their needs. This is done so that a tailored proposal and/or presentation can be given that will meet their needs and increases your ability to win the sale.
Conversion Rate	The percentage of people who completed a marketing objective. Example: provide contact information, make a purchase.
CRM	CRM is an acronym for “customer relationship management”. Sometimes it's used to describe the function within a marketing strategy or organization. Most often used to describe database software which facilitates tracking in maintaining customer information and status in the sales process.
Cross Selling	Describes the tactic of asking the customer to purchase an additional complementary product or service in addition to their initial purchase. An example would be a cell phone retailer asking

Marketing Glossary

	you if you would like to buy the car charger as well.
Customer Demographic	Customer Descriptors such as age, ethnic group, gender, residence, socioeconomic condition, etc.
Free Sample – Trial	A marketing tactic that gives the customer free use of the product with the expectation that they will become a repeat customer.
Friction / Frictionless	This is a measure of the psychological resistance that a potential customer experiences when trying to complete an action in your sales process. Things that cause confusion, require unnecessary data entry, or otherwise create a hassle will cause friction. Making the transaction easier and more intuitive is part of the move toward frictionless transactions.
Hook	A hook is an advertising element designed to grab and retain the customers’ attention typically in the first few seconds of encountering an advertisement. It is designed to engage them long enough that they're willing to commit additional time understanding an offer.
Inbound Marketing	Marketing promotion that focuses on attracting consumers to the company through the use of engaging content and website optimization. It includes SEO, PPC, blogging, earned social media, viral word-of-mouth, e-books, white papers, influencer outreach, webinars, etc.
Indoctrination	The process of giving customers an intellectual framework to fully understand and appreciate the value of a product or service offering. Often, this involves telling narratives, explaining context, and framing. Used in email marketing, video marketing, and infomercials among other things.
Keyword Research	Research into which keywords should be targeted in an effort to drive people to a website. Also used in search engine optimization.
Landing Page	A web page designed as the destination page for online marketing efforts (PPC, banner ads, content marketing). It is typically the first step in an online sales process. The goal is typically customer engagement and action.
Lead Magnet	A free offer [sic. Bribe] that is given in exchange for someone providing their contact information. Typically used as a lead generation and list building strategy.
Lifetime Value	A calculation of the anticipated profit attributed to an average customer throughout the entire customer relationship. For example, we have projected a lifetime value of \$850 for each customer we acquire. Calculated as gross margin per customer over the period (customer life-cycle) adjusted for churn rate.
List Building	Describes the various processes and strategies of building a marketing list through acquiring lead information or potential

Marketing Glossary

	customer contact information.
Loss Leader	A promotional item that you're selling at a loss because you believe the customer will likely purchase other goods or services which, in aggregate, will be profitable. A loss leader tactic is often combined with the cross-selling or up-selling approach.
Marketing Message	Describes the information that a marketer wants to communicate to the customer about their product or service, desired relationship, and brand identity. Serves as a kind of script that is used in the marketing process and development of ad content.
Marketing Mix	Describes the decisions of marketer needs to make when marketing their product or service. Also known as the four P's of marketing: product, price, place, promotion.
Media Choices & Marketing Media Channels	Choices about how and where to place advertising. It Includes: newspaper, magazines, radio, TV, outdoor, various internet, social media, direct, guerrilla, etc.
Money Back Guarantee	An offer to refund all or part of a customer's purchase if the conditions of the guarantee were not met.
NWD	NWD is an acronym for "need, want or desire". Describes something that would motivate the customer to purchase a product or use a service that will meet that need or satisfy that want and desire.
Objection	An argument that a customer or potential customer mounts against purchasing a product. Anticipating and overcoming common objections is a key part of the sales strategy.
One Thing	One compelling, intuitive, selling proposition in an advertisement. Describes the fact that when making an appeal to the customer, there can't be confusing or competing items.
Opportunity	In CRM jargon, this is what a lead becomes once they have been qualified.
Outbound Marketing	Outbound marketing includes many more traditional ad placement approaches. It focuses on pushing a message out more through paid (vs. earned) approaches: direct mail, commercials, banners, outdoor, outbound sales calls, and paid email lists.
Pain Point	An acute customer need, want, or desire. Based on the idea that pain, discomfort, problems etc. motivate action. See NWD.
POS	POS is an acronym for "point of sale". The actual place where the purchasing transaction takes place. For example, in a retail operation this would include the counter and cash register and/or software used. Used in the broader sense, it describes a particular step in a sales process.
PPC	PPC is an acronym for "pay per click". It refers to paid advertising placement in social media or search engines. Typically using an auction approach where you're bidding against other advertisers.

Marketing Glossary

	As the name would imply, you pay each time one of your ads is clicked.
Promotional Events	Events designed to increase traffic and draw attention to one brand, product, or service. Common examples include car dealers holding parking lot clearance events or professional services offering free seminars.
Promotions	Describes a set of marketing tactics that include: coupons, samples, rebates, price packs, patronage rewards, sweepstakes, etc.
Psychographics	Customer descriptors that describe how a customer thinks: values, attitudes, and aspirations. These are typically in relation to themselves, others, and a product or service category.
Qualification	This is the point in the sales process where it's determined if a lead is likely to be a potential customer based on certain criteria. The qualification step helps to avoid wasting valuable time on those who are unlikely to purchase. See BANT.
Responsive Website	A website that will adjust automatically for viewing on different devices, specifically mobile devices, Also known as "mobile responsive".
Sales Collateral	Any of the number of materials developed to assist in the sales process, including: brochures, business cards, fliers, white papers, E-books, etc.
Sales Funnel	Describes a step-by-step movement of the customer through the sales process from the lead to fulfillment. In Internet marketing it describes a series of web pages usually beginning with a landing page and progressing through a number of other pages such as, indoctrination pages, up-sells, down sales, confirmation pages, etc.
Sales Pipeline	Synonymous with sales funnel and primarily used in CRM jargon.
Sales Presentation	Typical part of a sales process. Also known as a pitch. Can describe any number of multimedia approaches typically built around a line of talk that is designed to convince the customer to buy.
SEO	SEO is an acronym for "search engine optimization". Refers to the efforts taken to get a website to rank higher in search engine results. Includes things like organic keyword optimization and links back from other sites.
Showroom Sales	Sales strategy that involves bringing customers into a controlled environment where product features can be demonstrated in an appealing way. Often used for durable consumer goods: automobiles, jewelry, home furnishings, etc.
SMS Shortcode	A special telephone number that is significantly shorter, typically five or six digits. It allows people at an event to sign up or register for a promotion.
Tag-line	Also known as a catchphrase or slogan used in marketing. A short phrase designed to get the customers attention and remind them of a

Marketing Glossary

	brand.
Two Second Test	Describes the short amount of time needed to get the customers attention with an advertising promotion. What is read in the first two seconds should lead them to invest a greater amount of time in reading the rest of the ad copy.
Unique Selling Proposition	A nearly identical concept to that of value proposition, but with the added nuance of why should the customer buy this product.
Upsell	Describes the tactic of asking the customer to increase their commitment to a more expensive, typically higher value, version of the product or service. An example would be a hamburger restaurant using a Combo Meal to add fries or a shake to the order.
Use Case	A list of actions or events describing how and individual user or users wouldn't interact with software or services. Helpful in predicting and designing functionality and value
Value Proposition	Describes the need being met or the problem being solved in terms of the benefit to the customer. Answers the question, "Why should I buy this product?"