

# Marketing Jargon Dictionary

## **Search Engine Optimisation (SEO)**

Essentially, it's about driving more relevant traffic to your website by securing higher search engine rankings.

## **Business to Business (B2B) or Business to Customer (B2C)**

Marketing to another Business or Marketing straight to the customer

## **Call to Action (CTA)**

A call to action (CTA) is a marketing prompt designed to drive immediate action, serving as the persuasive conclusion to your message

## **Pay-Per-Click (PPC)**

Think of PPC as an online billboard, but instead of paying for exposure, you only pay when someone 'stops to look' by clicking on your ad.

## **Return on Investment (ROI)**

This metric provides a clear picture of your marketing campaigns' success by measuring the financial return they produce

## **Customer Relationship Manager (CRM)**

A platform designed to organise and track every customer touchpoint, such as emails, phone calls, and transactions.

## **Social Media Marketing**

Building brand presence and engaging with audiences through social media platforms.

## **Content Marketing**

Creating and sharing informative and engaging content to build audience connection, such as Blogs, Articles etc.

## **Brand Awareness**

The level of public familiarity with your brand and its values, with the objective of achieving instant brand recall.

## **Organic Traffic**

Organic traffic refers to visitors who arrive at your website through unpaid sources, such as search engine results or social media shares.

## **Keyword Research**

It's the process of understanding the language your potential customers use when searching online, enabling you to optimise your content and advertising for their specific queries

## **Conversion Rate**

Conversion rate is a key indicator of your website's success in driving desired actions and generating business results.

# Marketing Jargon Dictionary

**Target Market**

The intended recipients of your marketing messages.

**Unique Selling Point (USP)**

what makes your business, product, or service stand out from the competition. It's the specific benefit that you offer that no one else does, or at least, that you emphasise more strongly.

**Landing Page**

A webpage engineered to drive conversions

**Thought Leadership**

Demonstrating industry knowledge through the production of high-quality, insightful content.

**Bounce Rate**

The percentage of visitors who exit a website after viewing a single page

**Impressions**

Views counted when a post is either visible on the screen or when a user clicks on it.

**SWOT Analysis**

A SWOT analysis is a strategic framework used to assess a company's internal Strengths and Weaknesses, as well as external Opportunities and Threats, providing vital insights for marketing strategy development.