



### A/B Testing

This is the process of comparing two variations of a single variable to determine which performs best to help improve marketing efforts. This is often done in email marketing (with variations in the subject line or copy), calls-to-action (variations in colours or verbiage), and landing pages (variations in content).

### Analytics

Analytics is essentially the discovery and communication of meaningful patterns in data. When referred to in the context of marketing, it's looking at the data of one's initiatives (website visitor reports, social, PPC, etc.), analysing the trends, and developing actionable insights to make better-informed marketing decisions.

### Application Programming Interface (API)

APIs are a series of rules in computer programming, which allow an application to extract information from a service and use that information either in their own application or in data analyses.

### B2B (Business-to-Business)

An adjective used to describe companies that sell to other businesses. For example, Google and Oracle are primarily B2B companies.

### B2C (Business-to-Consumer)

An adjective used to describe companies that sell directly to consumers. For example, Amazon, Apple, and Nike are primarily B2C companies.

### Bottom of the Funnel

The bottom of the funnel refers to a stage of the buying process leads reach when they're just about to close as new customers. They've identified a problem, have shopped around for possible solutions, and are very close to buying.

Typically, the next steps for leads at this stage are a call from a sales rep, a demo, or a free consultation - depending on what type of business is attempting to close the lead.

### Bounce Rate

**Website bounce rate:** The percentage of people who land on a page on your website and then leave without clicking on anything else or navigating to any other pages on your site. A high bounce rate generally leads to poor conversion rates because no one is staying on your site long enough to read your content or convert on a landing page (or for any other conversion event).

**Email bounce rate:** The rate at which an email was unable to be delivered to a recipient's inbox. A high bounce rate generally means your lists are out-of-date or purchased, or they include many invalid email addresses. In email, not all bounces are bad, so it's important to distinguish between hard and soft bounces before taking an email address off your list.

### Buyer Persona

A semi-fictional representation of your ideal customer based on market research and real data about your existing customers. While it helps marketers like you define their target audience, it can also help sales reps qualify leads.

### Call-to-Action

A call-to-action is a text link, button, image, or some type of web link that encourages a website visitor to visit a landing page and become of lead. Some examples of CTAs are "Subscribe Now" or "Download the Whitepaper Today." These are important for marketers because they're the "bait" that entices a website visitor to eventually become a lead. So, you can imagine that it's important to convey a very enticing, valuable offer on a call-to-action to better foster visitor-to-lead conversion.

### Churn Rate

A metric that measures how many customers you retain and at what value. To calculate the churn rate, take the number of customers you lost during a certain time frame, and divide that by the total number of customers you had at the very beginning of that time frame.

### Clickthrough Rate (CTR)

The percentage of your audience that advances from one part of your website to the next step of your marketing campaign. As a mathematic equation, it's the total number of clicks that your page or CTA receives divided by the number of opportunities that people had to click.

### Closed-Loop Marketing

The practice of closed-loop marketing is being able to execute, track and show how marketing efforts have impacted bottom-line business growth. An example would be tracking a website visitor as they become a lead to the very last touch point when they close as a customer.

When done correctly, you'd be able to see just how much of your marketing investment yielded new business growth. One of the biggest business benefits of implementing an inbound

marketing strategy and utilizing inbound marketing software is the ability to execute closed-loop marketing.

### Conversion Path

A conversion path is a series of website-based events that facilitate lead capture. In its most basic form, a conversion path will consist of a call-to-action (typically a button that describes an offer) that leads to a landing page with a lead capture form, which redirects to a thank you page where a content offer resides. In exchange for his or her contact information, a website visitor obtains a content offer to better help them through the buying process.

### Content

In relation to inbound marketing, content is a piece of information that exists for the purpose of being digested, engaged with, and shared. Content typically comes in the form of a blog, video, social media post, photo, slideshow, or podcast. From website traffic to lead conversion to customer marketing, content plays an indispensable role in a successful inbound marketing strategy.

### Content Management System (CMS)

A web application designed to make it easy for non-technical users to create, edit, and manage a website. Helps users with content editing and more "behind-the-scenes" work like making content searchable and indexable, automatically generating navigation elements, keeping track of users and permissions, and more.

### Content Optimization System (COS)

A COS is basically a CMS (Content Management System) optimized to deliver customers the most personalized web experience possible.

### Context

Publishing valuable content is important but ensuring that it's customized for the right audience is equally (if not more) important. As buyers become more in control of what information they digest. It's important to deliver content that's contextually relevant.

### Conversion Rate

The percentage of people who completed a desired action on a single web page, such as filling out a form. Pages with high conversion rates are performing well, while pages with low conversion rates are performing poorly.

### Conversion Rate Optimization (CRO)

The process of improving your site conversion using design techniques, key optimization principles, and testing. It involves creating an experience for your website visitors that will convert them into customers. CRO is most often applied to a web page or landing page optimization, but it can also be applied to social media, CTAs, and other parts of your marketing.

### Cost-per-Lead (CPL)

The amount it costs your marketing organization to acquire a lead. This factors heavily into CAC (customer acquisition cost).

### Customer Acquisition Cost (CAC)

Your total Sales and Marketing cost. To calculate CAC, follow these steps for a given period (month, quarter, or year):

1. Add up program or advertising spend + salaries + commissions + bonuses + overhead.
2. Divide by the number of new customers in that period.

### Customer Relationship Management (CRM)

A set of software programs that let companies keep track of everything they do with their existing and potential customers.

At the simplest level, CRM software lets you keep track of all the contact information for these customers. CRM systems can also perform tasks such as tracking email, phone calls, faxes, and deals; sending personalized emails; scheduling appointments; and logging every instance of customer service and support. Some systems also incorporate feeds from social media such as Facebook, Twitter, LinkedIn, and others.

### CSS

CSS stands for Cascading Style Sheets, and it's what gives your website its style, like colours, fonts, and background images. It affects the mood and tone of a web page. It's also what allows websites to adapt to different screen sizes and device types.

### Dynamic Content

A way to display different messaging on your website based on the information you already know about the visitor. For example, you could use smart CTAs so that first-time visitors will see a personalized CTA (perhaps with a top-of-the-funnel offer) and those already in your database see a different CTA.

### Engagement Rate

This is a popular social media metric used to describe the number of interactions such as likes, shares, and comments that a piece of content receives. Interactions like these tell you that your messages are resonating with your fans and followers.

### Form

The place your page visitors will supply information in exchange for your offer. It's also how those visitors can convert into precious sales leads. As a best practice, only ask for information you need from your leads to effectively follow up with and/or qualify them.

### Friction

Any element of your website that is confusing, distracting, or causes stress for visitors, causing them to leave your page. Examples of friction-causing elements include dissonant colours, too much text, distracting website navigation menus, or landing page forms with too many fields.

### Hashtag

A hashtag is a keyword phrase, with a hash in front of it. It ties public conversations on Twitter, Facebook, and Instagram together into a single stream, which users can find by searching for a hashtag, clicking on one, or using a third-party monitoring tool.

### HTML

This is short for Hyper Text Markup Language, a language used to write web pages. It's at the core of every web page, regardless of the complexity of a site or the number of technologies involved and provides the basic structure of the site, which is then enhanced and modified by other technologies like CSS and JavaScript.

### Inbound Marketing

Inbound marketing refers to marketing activities that draw visitors *in*, rather than marketers having to go out to get prospects' attention. It's all about earning the attention of customers, making the company easy to find online, and drawing customers to the website by producing interesting, helpful content. By aligning the content you publish with your customer's interests, you naturally attract inbound traffic that you can then convert, close, and delight over time.

### Inbound Link

An inbound link is a link coming from another site to your own website. "Inbound" is generally used by the person receiving the link.

Websites that receive many inbound links can be more likely to rank higher in search engines. They also help businesses receive referral traffic from other websites.

### Infographic

A highly visual piece of content that is very popular among digital marketers as a way of relaying complex concepts in a simple and visual way.

### JavaScript

JavaScript is a programming language that lets web developers design interactive sites. Most of the dynamic behaviour you'll see on a web page is thanks to JavaScript, which augments a browser's default controls and behaviours.

Uses for JavaScript include pop-ups, slide-in calls-to-action, security password creation, check forms, interactive games, and special effects. It's also used to build mobile apps and create server-based applications.

### Key Performance Indicator (KPI)

A type of performance measurement companies use to evaluate an employee's or an activity's success. Marketers look at KPIs to track progress toward marketing goals, and successful marketers constantly evaluate their performance against industry standard metrics.

### Keyword

Sometimes referred to as "keyword phrases" keywords are the topics that webpages get indexed for in search results by engines like Google, Bing, and Yahoo.

### Landing Page

A landing page is a website page containing a form that is used for lead generation. This page revolves around a marketing offer, such as an eBook or a webinar, and serves to capture visitor information in exchange for the valuable offer. Landing pages are the gatekeepers of the conversion path and are what separates a website visitor from becoming a lead.

A smart inbound marketer will create landing pages that appeal to different personae (plural for persona) at various stages of the buying process.

### Lead

A person or company who's shown interest in a product or service in some way, shape, or form. Perhaps they filled out a form, subscribed to a blog, or shared their contact information in exchange for a coupon.

Generating leads is a critical part of a prospect's journey to becoming a customer, and it falls in between the second and third stages of the larger inbound marketing methodology.

### Lead Nurturing

Sometimes referred to as “drip marketing,” lead nurturing is the practice of developing a series of communications (emails, social media messages, etc.) that seek to qualify a lead, keep it engaged, and gradually push it down the sales funnel. Inbound marketing is all about delivering valuable content to the right audience and lead nurturing helps foster this by providing contextually relevant information to a lead during different stages of the buying lifecycle.

### Lifecycle Stages

These divisions serve to describe the relationship you have with your audience and can generally be broken down into three stages: awareness, evaluation, and purchase.

What's important to understand about each of these stages is that not every piece of content you create is appropriate, depending on what stage your audience might fall into at that moment. That's why dynamic content is so great - you can serve up content that's appropriate for whatever stage that visitor is in.

### Lifetime Value (LTV)

A prediction of the net profit attributed to the entire future relationship with a customer. To calculate LTV, follow these steps for a given period:

1. Take the revenue the customer paid you in that period.
2. Subtract from that number the gross margin.
3. Divide by the estimated churn rate (aka cancellation rate) for that customer.

### Long-Tail Keyword

A long-tail keyword is a very targeted search phrase that contains three or more words. It often contains a head term, which is a more generic search term, plus one or two additional words that refine the search term.

Long-tail keywords are more specific, which means visitors who land on your website from a long-tail search term are more qualified, and consequently, more likely to convert.

### Microsite

A cross between a landing page and a “regular” website. Microsites are used when marketers want to create a different online experience for their audience separate from their main website. These sites often have their own domain names and distinct visual branding.

### Middle of the Funnel

This refers to the stage that a lead enters after identifying a problem. Now they're looking to conduct further research to find a solution to the problem. Typical middle-of-the-funnel offers include case studies or product brochures - essentially anything that brings your business into the equation as a solution to the problem the lead is looking to solve.

### Mobile Marketing

Mobile marketing refers to the practice of optimizing marketing for mobile devices to provide visitors with time- and location-sensitive, personalized information for promoting goods, services, and ideas.

### Mobile Optimization

Mobile optimization means designing and formatting your website so that it's easy to read and navigate from a mobile device. This can be done by either creating a separate mobile website or incorporating responsive design in the initial site layout. Google's algorithm now rewards mobile-friendly websites, so if your site isn't fully optimized for mobile devices, you will likely see a hit to your ranking on mobile searches.

### Native Advertising

A type of online advertising that takes on the form and function of the platform it appears on. Its purpose is to make ads feel less like ads, and more like part of the conversation. That means it's usually a piece of sponsored content that's relative to the consumer experience, isn't interruptive, and looks and feels like its editorial environment.

Native advertising can come in many forms, whether it's a radio announcer talking favourably about a product sponsoring the show, or an article about a product or company showing up in your news source.

### Net Promoter Score (NPS)

A customer satisfaction metric that measures, on a scale of 0-10, the degree to which people would recommend your company to others. The NPS is derived from a simple survey designed to help you determine how loyal your customers are to your business.

Regularly determining your company's NPS allows you to identify ways to improve your products and services so you can increase the loyalty of your customers.

### No-Follow Link

A no-follow link is used when a website does not want to pass search engine authority to another webpage. It tells search engine crawlers not to follow or pass credit to linked websites to avoid association with spammy content or inadvertently violating webmaster guidelines. To



varying degrees, the no-follow attribute is recognized by all major search engines, like Google, Yahoo, and Bing.

### Offer

Offers are content assets that live behind a form on a landing page. Their primary purpose is to help marketers generate leads for your business. There are many different types of offers you could create, including eBooks, checklists, cheat sheets, webinars, demos, templates, and tools.

### On-Page Optimization

This type of SEO is based solely on a webpage and the various elements within the HTML. Ensuring that key pieces of the specific page (content, title tag, URL, and image tags) include the desired keyword will help a page rank for that phrase.

### Off-Page Optimization

Off-page SEO refers to incoming links and other outside factors that impact how a webpage is indexed in search results. Factors like linking domains and even social media play a role in off-page optimization.

### Page View

A request to load a single web page on the internet. Marketers use them to analyse their websites and to see if any change on the webpage results in more or fewer page views.

### Pay-per-Click (PPC)

The amount of money spent to get a digital advertisement clicked. Also, an internet advertising model is where advertisers pay a publisher (usually a search engine, social media site, or website owner) a certain amount of money every time their ad is clicked. For search engines, PPC ads display an advertisement when someone searches for a keyword that matches the advertiser's keyword list, which they submit to the search engine ahead of time.

PPC ads are used to direct traffic to the advertiser's website, and PPC is used to assess the cost-effectiveness and profitability of your paid advertising campaigns.

There are two ways to pay for PPC ads:

- Flat rate: where the advertiser and publisher agree on a fixed amount that will be paid for each click. Typically, this happens when publishers have a fixed rate for PPC in different areas on their websites.

- **Bid-based:** where the advertiser competes against other advertisers in an advertising network. In this case, each advertiser sets a maximum spend to pay for a given ad spot, so the ad will stop appearing on a given website once that amount of money is spent. It also means that the more people that click on your ad, the lower PPC you'll pay and vice versa.

### QR Code

A QR code (abbreviated from Quick Response code) is a specific matrix barcode (or two-dimensional code) that is readable by dedicated QR barcode readers and camera telephones. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, URL, or other data.

### Responsive Design

This is the practice of developing a website that adapts accordingly to how someone is viewing it. Instead of building a separate, distinct website for each specific device it could be viewed on, the site recognizes the device that your visitor is using and automatically generates a page that is responsive to the device the content is being viewed on - making websites always appear optimized for screens of any dimension.

### Return on Investment (ROI)

A performance measure is used to evaluate the efficiency and profitability of an investment or to compare the efficiency and profitability of multiple investments. The formula for ROI is: (Gain from Investment minus Cost of Investment), all divided by (Cost of Investment). The result is expressed as a percentage or ratio. If ROI is negative, then that initiative is losing the company money. The calculation can vary depending on what you input for gains and costs.

### Search Engine Optimization (SEO)

The practice of enhancing where a webpage appears in search results. By adjusting a webpage's on-page SEO elements and influencing off-page SEO factors, an inbound marketer can improve where a webpage appears in search engine results.

There are a ton of components to improving the SEO of your site pages. Search engines look for elements including title tags, keywords, image tags, internal link structure, and inbound links. Search engines also look at site structure and design, visitor behaviour, and other external, off-site factors to determine how highly ranked your site should be in the search engine results pages.

### Sender Score

An email marketing term that refers to a reputation rating from 0-100 for every outgoing mail server IP address. Mail servers will check your Sender Score before deciding what to do with your emails. A score of over 90 is good.

### Service Level Agreement (SLA)

For marketers, an SLA is an agreement between a company's sales and marketing teams that defines the expectations Sales has for Marketing and vice versa. The Marketing SLA defines expectations Sales has for Marketing with regards to lead quantity and lead quality, while the Sales SLA defines the expectations Marketing has for Sales on how deeply and frequently Sales will pursue each qualified lead.

SLAs exist to align sales and marketing. If the two departments are managed as separate silos, the system fails. For companies to achieve growth and become leaders in their industries, it is critical that these two groups be properly integrated.

### Social Proof

Social proof refers to a psychological phenomenon in which people seek direction from those around them to determine how they are supposed to act or think in each situation. It's like when you see a really long line outside a nightclub and assume that the club is good because it's in such high demand. In social media, social proof can be identified by the number of interactions a piece of content receives or the number of followers you have.

### Software-as-a-Service (SaaS)

Any software that is hosted by another company, which stores your information in the cloud. Examples: Salesforce, IM clients, and project management applications.

### Top of the Funnel

The top of the funnel refers to the very first stage of the buying process. Leads at this stage are just identifying a problem that they have and are looking for more information. As such, an inbound marketer will want to create helpful content that aids lead in identifying this problem and providing the next steps toward a solution.

### Unique Visitor

A person who visits a website more than once within a period. Marketers use this term in contrast with overall site visits to track the amount of traffic on their website. If only one person visits a webpage 30 times, then that web page has one UV and 30 total site visits.

### URL

This is short for Uniform Resource Locator. I honestly didn't know that before writing this definition. This is the address of a piece of information that can be found on the web such as a page, image, or document. URLs are important for on-page SEO, as search engines scour the included text when mining for keywords. If a keyword you're looking to get indexed for is in the URL, you'll get brownie points from search engines.

### User Experience (UX)

The overall experience a customer has with a particular business, from their discovery and awareness of the brand all the way through their interaction, purchase, use, and even advocacy of that brand. To deliver an excellent customer experience, you should think like a customer.

### User Interface (UI)

A type of interface that allows users to control a software application or hardware device. A good user interface provides a user-friendly experience by allowing the user to interact with the software or hardware in an intuitive way. It includes a menu bar, toolbar, windows, buttons etc.

### Website

A website is a set of interconnected webpages, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization. An inbound marketer should structure a website like a dynamic, multi-dimensional entity that can be used to attract relevant website visitors, convert those visitors into leads, and close those leads into customers.

### Word-of-Mouth (WOM)

The passing of information from person to person. Technically, the term refers to oral communication, but today it refers to online communication, as well. WOM marketing is inexpensive, but it takes work and involves leveraging many components of inbound marketing like product marketing, content marketing, and social media marketing.

### Workflow

A workflow is another way to describe a lead nurturing campaign. It's a set of triggers and events that move a lead through the nurturing process. A workflow can also serve other purposes, such as adjust contact properties on a lead record based on certain conditions or adding a contact record to a certain list.