

The Ultimate Paid Advertising Glossary

All the Definitions You Need to Understand to Grow Your Business
(Even if You Don't Have a Degree in Marketing).



PAID ADVERTISING DEFINITIONS:

CPC: Pay-per-click (PPC), also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked.

CTR: The percentage of people visiting a web page who access a hypertext link to a particular advertisement.

CPA (Cost Per Acquisition): Cost per acquisition (CPA), also known as “Cost per action” or pay per acquisition (PPA) and cost per conversion, is an online advertising pricing model where the advertiser pays for a specified acquisition - for example a sale, click, or form submit (e.g., contact request, newsletter sign up, registration etc.)

CPL (Cost Per Lead): Cost per lead, often abbreviated as CPL, is an online advertising pricing model, where the advertiser pays for an explicit sign-up from a consumer interested in the advertiser’s offer. It is also commonly called online lead generation.

CPM (Cost Per 1000 Impressions): Cost per thousand (CPM) is a marketing term used to denote the price of 1,000 advertisement impressions on one webpage. If a website publisher charges \$2.00 CPM, that means an advertiser must pay \$2.00 for every 1,000 impressions of its ad. The “M” in CPM represents the Roman numeral for 1,000.

Conversion Rate: The conversion rate is the percentage of users who take a desired action. The archetypical example of conversion rate is the percentage of website visitors who buy something on the site.

Facebook Pixel: A tiny, invisible-to-the eye, pixel-sized image that

allows for companies to track website visits, advertising impressions, email tracking, sales conversions and other types of activity on the web.

Landing Page: The section of a website accessed by clicking a hyperlink on another web page, typically the website's home page.

Thank You Page: A “thank you” page is a web page where subscribers are redirected immediately after they submit their information in your opt-in form. While creating your form, you can specify a web page on your site to use as your form's thank you page.

Geofencing: The use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area.

Retargeting: Retargeting, also known as remarketing, is a form of online advertising that can help you keep your brand in front of bounced traffic after they leave your website. For most websites, only 2% of web traffic converts on the first visit.

GENERAL ONLINE BUSINESS DEFINITIONS:

Affiliates: A marketing arrangement by which an online business owner pays a commission to an external promoter for traffic or sales generated from his/her referrals.

Brand Identity: A company's brand identity is how that business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline, typeface) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers.

Hashtag: A word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.

Personal Brand: Personal branding is the practice of people marketing themselves and their careers as brands. Personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.

Signature Program: A signature program is like a step-by-step protocol or a system that you use with your clients, versus individually created protocols. A signature system offers a specific transformation.

Target Market: A particular group of consumers at which a product or service is aimed.

Marketing Sequence: A process of distributing digital content in a scalable manner, which leads a consumer through a highly engaged experience with progressively branded messaging.

Membership Site: A membership site is a gated part of your online business where only members who subscribe can access the content you've placed behind the gates. A "gate" is simply a barrier you build into your website.

Niche: The market niche defines as the product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that is intended to impact. It is also a small market segment.

ONLINE SELLING DEFINITIONS:

Sales Funnel: In a nutshell, a sales funnel is a marketing system that leads someone through a systematic process with the goal of purchasing your product or service. The idea behind it is to turn a lead into a prospect, then a prospect into a customer, who finally becomes a repeat customer buying over and over again.

Optin: The act of giving permission to receive email from a business owner.

Lead Magnet: An irresistible bribe offering a specific chunk of value to a prospect in exchange for their contact information. The goal of the Lead Magnet is to maximize the number of targeted leads you are getting for an offer. It's often the first step in a sales funnel.

Trip Wire: Turning a lead into a customer by making them a low-cost, relatively painless offer, then having the opportunity to upsell them once they are in your sales funnel.

Squeeze Page: A squeeze page is a landing page designed to capture opt-in email addresses from potential subscribers. The goal of a squeeze page is to convince, cajole, or otherwise "squeeze" a visitor into providing one of their most sought-after and coveted pieces of personal data: the email address.

OTO (One Time Offer): A marketing strategy to increase product sales by putting a considerable stress on the potential buyer to buy now. Essential part of an One Time Offer is that it is made very clear to the visitor that he has only one chance to purchase the product and this is now and if he couldn't decide right now he wouldn't get another chance.

Upsell: Upsell is when you sell another, higher-priced product/service

to a client who has already bought from you. The idea behind it is that you don't recommend an Upsell to a new customer. You recommend an upsell to your already existing customers – someone who has demonstrated that he has trust in you. Research shows that upselling accounts for increased revenue of an average of 45%. Most successful Internet marketers confirm that 80% of their income comes from 20% of their customers.

Downsell: The downsell as used by internet marketers is where someone has declined your product or service offer (sometimes by simply clicking the close button on the web page) and you offer them an alternative product at a lower price.

Cross-sell: Cross-selling is the action or practice of selling an additional product or service to an existing customer. In practice, businesses define cross-selling in many different ways.

One Click Upsell: Giving your potential customer the ability to buy your upsell or one time offer with a single click.

SLO (Self Liquidating Offer): Using a tripwire in your sales funnel in order to pay for your Facebook advertising,

GENERAL ONLINE MARKETING DEFINITIONS:

SEO (Search Engine Optimization): SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

SEM (Search Engine Marketing): Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by

increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

Qualified Leads: In selling, process of determining if a certain lead (potential customer) has certain characteristics (such as ability, authority, and inclination to purchase, and economic size of the expected order) that qualify him or her as a prospect.

Content Marketing: A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

Google Analytics: Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Google launched the service in November 2005 after acquiring Urchin. Google Analytics is now the most widely used web analytics service on the Internet.

Ebook: A type of offer, optin or lead magnet, typically sent out as a downloadable PDF.

Webinar: A seminar or presentation regarding a specific topic, generally offered live or recorded.

Podcast: A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

Facebook Live: Live videos from your friends and public figures you follow appear in your News Feed. You can also find live videos on the Facebook Live Map.

CTA (Call to Action): In marketing, a call to action (CTA) is an instruction to the audience designed to provoke an immediate response, usually using an imperative verb such as “call now”, “find out more” or “visit a store today”.

ROI (Return on Investment): Return on marketing investment (ROMI) is the contribution to profit attributable to marketing (net of marketing spending), divided by the marketing ‘invested’ or risked. ROMI is not like the other ‘return-on-investment’ (ROI) metrics because marketing is not the same kind of investment.



QUESTIONS?

Ready to finally launch that program or book out your services?

Let's do it together.

AllieBjerk.com

Allie@AllieBjerk.com