



Marketing De-Mystified

Hope you find this Glossary of
177 Marketing Definitions valuable, it
took us quite a while to pull it together!

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A/B Testing

This is simply comparing two versions of a piece of content, a 'control' with a 'test'. The goal is to improve the engagement rates of your email, ad, or other online content. It's often used for email testing where you change only one variable at a time such as the subject line, a few words in your text, or your Call to Action.

It can also be used to test two versions of an ad, landing page or design on two different audience segments. The objective is to track which version (A or B) provides the better results. A/B testing can include more than two versions of testing - there could be a 3rd or even a 4th version [should that then be called A/D Testing?!].

Above the Fold

Describes the first section of a page that can be seen without scrolling down. It originally referred to when a (printed) paper marketing document was folded in half and you could see what was important without unfolding. It now applies to the many types of online 'pages', including web pages, social profiles and emails.

Ad Exchange

A hub or storage place of active ads that are ready to be displayed to users in a real-time bidding transaction. Ad Exchanges are owned by networks such as Google or Facebook.

ADMA

Association for Data-driven Marketing and Advertising. It's the industry association for marketing, with organisations as its membership. They cleverly changed their name from "Direct Marketing"!

Adtech

Adtech is short for advertising technology. It refers to all technologies, software and services commonly used by B2B Marketers for delivering and controlling online ads.

Advanced Attribution

The science of determining which media is driving people to buy from you. It analyses and compares the effectiveness of different sales channels.

Adwords

Google's brand name for their 'pay-per-click' platform.

Note it has spawned one of the biggest con industries, suppliers preying on the ignorance of business people with exorbitant monthly 'management' fees.

[Adwords also makes a mockery of Google's original manifesto "Don't be Evil"]. They have started to virtually hide organic search results as they are pushed down by the increased volume of ads (they used to limit the ads shown). So, want to be found today? Then make richer. They coined the manifesto in 2000 so they would be seen to be different to their competitors!

Affiliate Marketing

Commission based marketing that allows resellers of a product to write content on their own online channels that links to that product's sales page. If a sale results, the affiliate is paid for the referral.

Affiliate Site

A website that drives traffic to another site in exchange for a revenue share of any sales.

Affinity Marketing

Marketing targeted at individuals sharing common interests related to a service or product - often Club Members. It's not so common in B2B Marketing but it's now growing.

All-In-One Systems

These fully integrated tools were created to provide 'cradle to grave' marketing and sales functionality. From getting and managing leads, to campaign creation and management, social media management, content/data management, and multichannel marketing. Providers include Marketo, Hubspot and AgileCRM. However, their claims often exceed what they actually deliver given the scarcity of content to share.

Alt Tags

The data / information that Google reads from non-text items on your website. It includes images, videos, and other forms of content used to construct your website.

AMI

Australian Marketing Institute representing marketing professionals and marketing agencies.

Analytics

Data/metrics that allow a B2B Marketer to understand multiple variables of actions executed. These include website engagement and pay-per-click campaigns. The results are usually displayed in a graphical interface.

API Keys

An Application Program Interface Key is the numerical and alpha value assigned to an account on a specific platform to be used on another platform to sync information and data.

App

The software that is built for mobile devices to run without the need to access an internet browser, such as Google Chrome or Safari. Apps are found within the mobile operating system's online directory of Apps and are readily available for download.

B2B Marketing

The distant cousin of marketing! It's marketing undertaken by businesses that sell to other businesses.

However, B2B Marketing is really...

'Professionals and managers selling to other professionals and managers'.

So think of it as 'P2P'. Why? Because in the new world of online networks you are marketing to a person, not a business. And every professional now has the tools to do their own marketing. The separation between marketing and sales has blurred and may soon vanish in B2B..

B2B Marketing ROI

Return on Investment: Divide the revenue (or profit) from a marketing activity by its cost. Old school B2B marketing such as advertising or sponsorship is unmeasurable.

New school marketing such as personalised Direct Messaging, is completely trackable and measurable.

Back Linking

Where another website offers a link to your website on their page or post. To be treated with great caution in today's world - the links MUST be relevant.

Banner Advertising

Images displayed on the outside frame of a website to display advertisements. They are commonly managed by larger ad networks such as Google.

In B2B Marketing where there is much lower traffic, they only generate 'pocket change' and IMHO just damage your brand.

BDM

Business Development Manager AKA a sales person.

Beta Testing

Testing to a small test market of users to find flaws or areas of improvement in the product or service. The test market must be representative of the demographics of the broader market if the test is to be effective.

Bing Ads

Microsoft's brand name for their pay-per-click ads. Believe they are little used.

BJ

See Buyer's Journey. Another useless acronym.

Black Hat SEO

The unethical methods of attempting to gain better placement in search results. It includes: backlinking from as many websites as possible, building lots of content that has very little context and is purely built around specific keywords. Also buying followers, buying likes, and buying traffic from other sites. Google hates this stuff and there are well deserved penalties when they catch you.

Blog

The part of a website where a user can share any and all types of information in any digital format and people can engage and comment on it.

Blue Ocean Strategy

A methodology to identify uncontested market space where you can grow while increasing value to customers and lowering costs.

Bounce

When a user arrives at your website or online application and quickly leaves. As a rule of thumb it's a user that spends less than 5 or 10 seconds.

Bounce Rate

The percentage of people who left your website after viewing a particular page. A high bounce rate is undesirable and will be reflected in search rankings.

It also refers to email lists: the number of addresses that no longer work.

Brand

A promise of future value - "what can I expect of them in the future?" Or more prosaically:

"A name, term, sign or symbol used to promote identification and recognition of products or services".

Brand Attributes

Functional or emotional associations assigned to a brand by customers and prospects. They can be negative or positive and will vary in relevance and importance to different customer segments. Almost by definition, it's very subjective.

Brand Equity

The value, both tangible and intangible, that a brand adds to a product/service. The goal of B2B Marketers is of course to grow the 'equity'.

Brand Loyalty

The strength of preference for a particular brand compared to similar alternatives. Often measured in terms of purchase behavior or price sensitivity.

Brand Positioning

The space a brand is perceived to occupy; the part of the brand identity that B2B Marketers actively try to communicate to meaningfully set them apart from their competition.

Browser Testing

Testing an online campaign, website, or online content through multiple website browsers, each of which can display content slightly differently. Browsers include Google Chrome, Apple Safari and Mozilla Firefox.

Buy Cycle

The process buyers go through to select and purchase a product or service. The phases involved include awareness, gathering information, assurance and loyalty. The buy cycle is now the focus for B2B Marketers, not the sales cycle as today the internet has put buyers in control.

Buyers' Journey

The decision making process in purchasing AKA the steps a buyer moves through in a B2B purchase. These aren't the administrative buying process steps (such as 'get 2 quotes'), but rather *what goes on in their mind*. There will be a variety of views about the journey as it is clearly subjective.

Buying Influence

Anyone who can have a positive or negative impact on your sales results - whatever their position or organisation. They can be anybody, as long as they have influence. In today's world, it is rare for just the boss to make the buying decision.

CAM

Channel Account Manager. The person in charge of the marketing for a particular sales channel and, unlike a BDM, not responsible for closing the sale.

Cash Cow

A product in a declining market, in the last stage of its product life cycle. The owner should reduce marketing spend, but "milk it" for all it's worth as demand for the product slows down. It can also refer to a product or service that provides steady and regular income and is not declining.

Clicks

When a user on a computer or mobile device left-clicks or taps with their finger on the Call-To-Action, and this equates to an 'engagement'.

Click-Through

When a user clicks a post, CTA or ad that was set up to take the user to the next phase (usually a campaign-specific landing page) to learn more or to buy.

Click-Through Rate

The percentage of clicks on your Google, Facebook or other ad in comparison to the number of impressions. It's the $[(\# \text{ of clicks}) / (\# \text{ of impressions}) \times 100]$. It also refers to the number of people who clicked one or more links in an email campaign.

Click-To-Call

Functionality on common video and online chatting platforms, such as Skype or Zoom, where your digital device can read numeric values from web pages that look like phone numbers. You click the number and call directly from the chatting platform.

Click-To-Tweet

Clicktotweet.com creates links that - when clicked on - take the user to your Twitter page with a Tweet ready to publish. Great for using at Expos or other Events.

CMS

Content Management System. Your website back-end where content and images can be added and edited.

Content

Anything and everything produced by a B2B Marketer and published on their website and other platforms (including offline) to help market or educate their audience on a product, service, brand, or the company itself.

Content Creation

External services providing content or draft content for organisations to distribute.

Conventions

See Expos. A convention is essentially a conference that also has exhibitors renting Booths (AKA Stands).

Conversion Path

The series of steps taken by a visitor from their first interaction to the goal you have set. For example a download, a call or a sale.

Conversions

Usually when someone fills out a form on your web page and provides their contact details. More generally, it's when your visitor completes the goal of an individual page - which can range from clicking a button, to buying your service or product.

Conversion Rate

The percentage of people who complete the desired action on a page. Higher rates means the page is performing well - it's calculated as the $[(\# \text{ of conversions} / \# \text{ of clicks}) \times 100]$.

Cookie

A message given to a web browser by a web server. The browser stores the message in a text file to track their browsing history on your website.

Cover Photo

The large photo on a 'social' channel, commonly placed as a header.

CRO

Conversion Rate Optimisation is the process of improving your conversion rate of making people take your desired action - a key goal of B2B Marketers.

CRM

Customer Relationship Management. Usually refers to software used by sales to map leads throughout the nurture and buying cycles. Also, commonly used to track existing customer engagement and as a customer service tool. Every facet of interaction with a lead by any means (phone, email, chat, texts, etc.) is tracked and recorded on the platform. Common platforms are AgileCRM and Salesforce. **Note that the interactions are rarely entered by BDMs, so CRMs are always out of date!**

Note that the modern ones incorporate sales automation and an email server, and some are SME affordable such as AgileCRM that Lead Creation uses.

CTA

Call-To-Action. What you want your customer to do from a given B2B Marketing promotion. For example purchasing a product, signing up for your service, filling out a form, etc. It usually looks like a button with a call to action in it such as 'Click Here' or 'Buy Now'. The action takes the user one step further forward in your marketing campaign.

Customer Data Platforms

A B2B Marketer controlled system that builds a multi-source customer database and exposes it to external execution systems.

DA

Digital Assets such as videos, White Papers, blog posts, research reports, etc. It's a ridiculous piece of 'insider' jargon designed to make what agencies do sound more important!

Dashboards

Housed within most B2B Marketing Software, it's a customisable feature that allows a Marketer to see key metrics, analytics, and actions instantly upon logging into a platform.

DG

Demand Generation. Just an industry buzzword meaning to increase the demand (sales) of your products or services.

Digital Disruption

See Disruption.

Digital Marketing

Any and all B2B Marketing that takes place on the internet, whether on a computer or a mobile device. It's a term that will soon vanish - **there is just marketing** - with most tools online and some offline.

This separation is causing huge wastage as there are often 2 or even 3 teams working on one business. A strategic nightmare that should have already vanished.

Direct Marketing / Messaging

The activities of finding the names of prospects and connecting with them to start a conversation that eventually leads to an offer of your goods or services. The tools are social media, snail mail, telephone or e-mail.

Some B2B Marketers mistakenly think it's the opposite of Inbound Marketing: it's not, it's the most powerful tool of inbound.

Direct Traffic

Users that come to a website by directly typing the websites URL.

Disruption

The breaking of systems or markets in any facet of life and business. For example, Uber has disrupted the taxi industry with technology that facilitates ridesharing.

Disruptive Innovation

An innovation that changes how people do things or how they think about things. For example, the Internet changed the way people research and how they buy products and services; Spotify changed how we access music (I'm a big fan!).

Distribution Partnership

AKA 'Partner Marketing' or 'Profitability Marketing'. It's a collaboration of two or more organisations to develop marketing and/or sales programs to meet their respective business goals. It's an increasingly powerful and common tool in B2B Marketing.

One great way to collaborate is to share stands at Expos or Conferences. Great way to save money AND make more sales.

Dynamic Content

AKA "smart or adaptive content", it changes based on the viewer's past behaviour so it's tailored to the visitor.

For example, Adwords will change the Ad shown to a browser based on the exact form of the Keyword they used.

EDM

Electronic Digital Marketing or Electronic Direct Mail. IMHO, it is way too often just used by B2B Marketers to spam people and companies.

Elevator Pitch

A succinct, persuasive sales pitch. At Lead Creation we believe it always starts with your short Tagline of 3 to 8 words that answers "What do you do?". It then continues to amplify on that (often by saying "How we do that is...")

Note that this marketing definition is very different to the much longer Pitch aimed at venture capitalists to get funding for your business.

Email Open Rate

The percentage of users that open a bulk email sent from platforms like MailChimp, AgileCRM or Constant Contact. Calculated as the $[(\# \text{ opened} / \# \text{ of emails delivered}) \times 100]$.

Expos

An Expo (fair, exhibition, convention or trade show) is organised for companies in one or more industries to showcase and demonstrate their products, meet with industry partners and customers, study their competition, and explore recent market trends and opportunities.

They are the only traditional form of B2B Marketing that is prospering. The key to success is integrating Social Media before, during and after the Expo.

External Data

All data outside the organisation's operating systems, it can be integrated and merged using various technologies.

Eye Tracking

Tracking the viewer's interaction on a web page. In experimental conditions, the viewer's eye movements are followed to gain insight into what's the most viewed parts of a page and where their eyes enter and leave (also see Heat Map).

Friction Online

Any elements that detract visitors from converting - things that are confusing, distracting, or cause stress. Such as too much text, too many fields required to be completed in a Form, or too many Calls to Action.

K.I.S.S. underpins all good marketing!

Funnel

Segmentation of the market based on the level of engagement. Common funnels are: the advertising funnel, the lead funnel, and the sales funnel.

Google Analytics

See Analytics. Google provides an extraordinary, even scary, amount of data.

Hamburger Menu

A type of menu often used for mobile devices which houses the entire menu of options/pages that a website displays.

Heat Map

A measurement of the location of eye sight on a page using a scale of colors (sourced from weather maps). The longer the eyes focus on a specific area of a webpage, the 'hotter' the color on the heatmap (also see Eye Tracking).

Homepage

The web page that serves a number of purposes and is considered the 'online ambassador' and 'Hub' for your brand.

Note for Adwords beginners: your Homepage should not be used as your landing page. Great way to waste your ad spend!

Impressions

The number of users that see your online advertising or content. With pay-per-click ads it's how many users the ad was shown to.

Inbound Marketing

A relatively new term for a type of B2B Marketing where prospects seek out and find suppliers rather than vice versa. The Marketer produces some multimedia content, ideally with an offer attached, and distributes it to its target market in order to influence the user to engage or retrieve the offer advertised.

The adoption of Inbound, as the preferred approach by most Marketers, is the curse of modern times: Tsunamis of content cluttering our lives.

Inside Sales

Working from a desk, salespeople communicate with prospects using the phone and other technology such as email and online meetings. Hiring of inside sales people is increasing as technology replaces the need for BDMs to travel. Zoom.us is wonderful software for screen selling.

IP Address

Internet Protocol Address. Every user that accesses the internet is given a specific online address to track where their connection is coming from. Known as the IP address, it's your online 'mail address'.

Iterative Testing

Long-term testing of a B2B Marketing campaign - providing more insight into your customer base as each test builds on previous ones.

Key Decision Makers

Executives with the authority to make or influence a purchase. Clearly they are a popular target!

And in the modern world, they are no longer the only people you need to target. Many people influence a decision, not just the boss - and all are reachable on LinkedIn.

Keywords

Without exception, the most powerful concept/tool in marketing AND the most misunderstood.

For every organisation whether B2B or B2C, the definition is...

The most commonly searched words in Google to find your business. For B2B marketing the other search engines are largely irrelevant.

Once you have found your most valuable words, use them in all your online content.

It is almost never taught in University marketing programs. Tragic...

Landing Page

A web page where a user is sent after clicking a link from a search engine, pay-per-click ad or an email. Think of it as "When a user clicks your marketing stuff, the user 'clicks through' to your landing page". It's also called a Capture Page or Squeeze Page.

Landing Page Optimisation

It's the process of improving landing pages using various techniques. It's also called conversion rate optimisation or website optimisation.

Launch

When a product, website or App is ready to be put out into the market for distribution.

Lead

A term sales uses to describe anything from just a name to a genuine sales opportunity - it is not well defined in B2B Marketing. CRMs are often used as dumping grounds for contacts that might be promoted to Opportunities or Sales Ready Leads later. Note that the terminology varies by country and by company.

Lead Nurturing

Keeping businesses warm that are not yet ready to buy, usually by providing valuable content that will keep them engaged. Successful nurturing results in them preferring your business long before they're actively engaged in a buying process. There is various software available to achieve this - most, however, over-promising what they deliver!

Live Chat

The functionality added to a website where a user can connect with a real person to chat through an integrated messenger in real time. Be careful when offering it to state when you're online - users hate it when they don't get an almost immediate (= live!) response.

Long Tail Keyword

A very targeted search phrase that generally consists of 2 or more words, sometimes up to 5. Commonly, it contains a generic and broad 'head' word (or 2 words), then additional words that refine the search (e.g. "B2B Marketing law" - low traffic but very valuable).

Marketing

The actions of promoting products or services. Identifying and defining what your customers want, the audiences you serve and the services that fit their wants. Then communicating information about these services to enter their buying cycle.

A simpler way of looking at marketing in contrast to sales...

Marketing brings leads to your business; Sales converts them to customers.

Marketing Funnel

See Funnel.

Marketing Metrics

Measurements that help quantify marketing performance, such as market share and response rates from direct marketing. Tools are now available for B2B marketers to measure everything. Except of course the unmeasurable marketing dinosaur: Media Advertising.

Marketing Persona

They tell a story about each B2B segment you serve, they are often given real names and are written in a realistic manner to bring the persona to life. Remember, B2B is really P2P!

Marketing ROI

See B2B Marketing ROI.

Marketing Technology

The technology/software that allows a B2B Marketer to build or manage campaigns. It usually measures multiple types of campaigns or channels at once. It ultimately builds efficiencies into your marketing. A powerful and (over?)-used supplier is Hubspot.

Martech Integration

Martech is short for marketing technology that is fully integrated. It does not exist yet despite the claims of vendors.

Metadata

Meta essentially means data, so Metadata is data about the data. You are telling Google what the page is about so they know when to display it. Metadata is not viewable to users of your website except the 2 most important: Meta Title and Meta Description. They are displayed in Google Search results so they need to be persuasive, not just informing Google, or people will choose to click on a competitor's page.

Big Tip: don't overstuff them with Keywords, just one, maximum 2 different Keywords for a page. And don't repeat them more than twice.

Microsite

Used when you want to create a different online experience for different targets, they usually have their own domain name and different branding. Years ago it was also a popular technique for the Black Hat SEOs.

Mindshare

The share of a prospect's mind taken up thinking about your brand, product or service. B2B Marketers increase share by staying in front of their prospects with content they value.

MLM Marketing

Multi-Level Marketing that uses 100% commission-based people who sell a particular product or service, often in your home. Common ones include Avon and Tupperware.

Mobile Device

A modern 'mobile device' is any device that allows the user to connect to the Cloud no matter where they are located.

Multi-Channel Marketing

See Omnichannel.

Multivariate Test

Evaluating multiple elements simultaneously. For example, testing the impact of changing various elements on your website.

NDA

Non-Disclosure Agreement. Marketing agencies are often asked to sign them but IMHO they are worthless. However, we still sign them when asked as like many placebos it makes people feel better.

Niche Marketing

Identifying a segment of B2B buyers that have special qualities that you can supply and then marketing only to that niche - it is the essential first step for all marketing for all organisations.

Nurturing

Actions to stay favorably top-of-mind with prospects by sending new content, invitations, offers or promotions. It also includes other interactions such as phone calls, snail mail and emails.

Omnichannel

Describing the multiple ways a campaign is performed. Some channels include: cold calling, networking events, affiliates, online advertising, and SEO.

Online Acquisition

A new client acquired where they originated purely online.

Online Production

When a B2B Marketer creates content relevant for its target market and puts it on a Web or other online page.

Online Publisher

Every website and every Social profile is an online publishing platform. So there are now billions of publishers!

Open Rate Optimisation

See Email open rate.

In B2B marketing, this is an important term. Marketers must continuously optimise every dollar spent to convert leads at the lowest possible cost.

Opt-in

Email lists where Internet users have voluntarily signed up to receive emails.

ORM

Online Reputation Management. Ensuring that the name of your business appears at the top of Search results and that any old or no longer relevant mentions are moved down to page 2 or lower.

Given that over 80% of people perceive what they find on Google to be true, it becomes more critical every day.

Want a great service to improve yours for free? BrandYourself.com

Personalisation

Including personal references in marketing efforts, such as a website or a letter, usually just a first name and sometimes also the organisation's name or some mention of what they are likely to be interested in.

Positioning Statement

The expression of how a service or brand fills a consumer need in a way its competitors don't. Positioning is the process of identifying a niche for a service or brand and becoming established in that niche. A shorter version: Marketing that defines a product or brand in the consumer's mind. See also Taglines and Elevator Pitches.

Predictive Modeling

A process used in predictive analytics to create a statistical model of future behavior. Predictive analytics is the area of data mining concerned with forecasting probabilities and trends. IMHO something we all need to be concerned about and resist it getting out of control.

Price Sensitivity

Customers are more sensitive to a price rise if they know there are many competitors. A monopoly has almost none, so government regulation is often needed.

Product Lifecycle	Products have life cycle stages: Introduction; growth; maturity; decline (AKA Cash Cow). The life cycle timeline often looks like a Bell Curve, and different marketing strategies apply in each stage on the curve.
Prospect	A potential customer who you have targeted and is yet to become a Lead. However, businesses use these terms in vastly different ways, some even use Suspect for people who are not yet a prospect.
QA Testing	Stands for Quality Analysis. It's the methodology used to click, test, engage, and run online (and offline) products, services and platforms to find flaws or areas of improvement before launching to the market.
Qualified Lead	One that meets the profile of your ideal customer who also clearly possess the problem you solve. Ideally they indicate they are keen to engage.
R&D	Research and Development. We love R&D at Lead Creation: the only marketing agency in Australia (perhaps the world?) with Government funding (now in our 6th year).
Real-Time Bidding	Online auction for Pay-per-Click ads that takes into account the variables that a B2B Marketer sets in place for an online ad to be displayed. The most powerful variable is of course how much you are willing to pay. There are many other variables, too many to list here, but with Google it always is ultimately about the money!
Redirect	When a user enters a URL and is purposely sent to a different URL.
Referral Traffic	The visitors to a website sent from another website.
Reseller	A marketing channel in which a related company bundles and resells a service in its offerings to make a more complete or robust solution. Or sometimes that is all they sell - their business model is only to be a reseller and earn sales commission.
Responsive Design	Designing websites which recognise the device being used and changes the page automatically to fit that device (such as a smartphone).
Revenue Performance Management	Software companies love this piece of jargon as it seems to promise so much! That somehow their software will grow your sales, or perhaps make your sales dollars run faster. Complete BS!

Sales Accepted Lead

A lead which your Sales people agree meets the criteria of being a lead, set by your organisation. It may be further qualified by Sales to become a Sales Qualified Lead.

Sales Agent

A company or individual with connections in an industry, usually in a particular region or country, that allow them to represent another company's product or service, usually on a commission basis.

Sales Enablement

A systematic approach to increase sales productivity. It's getting the right information to the right buyers at the right time and the right place.

Sales Funnel

See Funnel.

Sales Qualified Lead

A lead that Sales believe is a real opportunity, usually using some form of BANT - Budget, Authority, Need and Timing.

Screen Resolution

The number of pixels on a digital screen. It is growing over time.

Search Traffic

How many users come to a website via a search engine AKA free traffic. However, it is anything but free as it requires ongoing time and/or money to ensure valuable traffic. And Google in late 2016 almost obliterated it.

And it has spawned one of the biggest con industries, preying on the ignorance of business people with exorbitant monthly fees.

Segment

A segment of your market that you target to receive a specific marketing campaign. Many factors can be used including geography, industry, income, age, gender, and buyer progression stage.

SEO

Search Engine Optimisation. Getting you to the top of the search engine results based on specific keywords, location, backlinking and many other variables. In B2B Marketing, the only engine that matters is Google.

Servers

A place to house or host data and digital information - think of it as a warehouse for all your digital stuff. Can be an online server that is run by a third-party company in the Cloud, or 'local' by purchasing your own servers.

Social Media

Websites and Apps allowing people and companies to create profiles, connect and share information and content about their company, products and services. The main B2B Marketing sites: LinkedIn, Facebook, Twitter, & Instagram.

Split Testing Strategy

See A/B Testing.

The ideas and plans to achieve particular goals. B2B Marketing is now so complex, that strategy has become both King and Queen!

Supply Chain

The entire chain of businesses involved in producing a final product or service. A common example is Manufacturer to Wholesaler to Retailer.

SWOT Analysis

Stands for Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis involves looking at internal and external factors and then identifying an action plan to leverage strengths and opportunities and minimise weaknesses and threats.

Tactics

Actions you take to execute your strategy.

Tagline

A short description of what you do or sell. It answers the question: 'So, what do you do?'. It summarises the overall benefit or outcome of your offering, and is ideally a little intriguing and memorable. It usually appears below your company name and logo.

For example, Lead Creation's tagline has a clear promise and is very different: "We get your prospects talking back".

Technology

AKA Software. What used to be the term to describe hardware is now mostly used to describe software, online websites and Apps: The Cloud has taken over.

Telemarketing

Phone calls to prospects or customers. Inbound telemarketing is customers or prospects calling you, usually on your toll free number. Outbound is calling prospects or customers.

When you have had no previous engagement with them it is Cold Calling, and is absolutely dying in terms of ROI.

Trade Shows

See Expos.

Traffic

How many users come to a web or social page.

UI

User Interface. What a user sees and how they interact with your website or online application.

Unique Identifier

In B2B Marketing usage, this is usually a unique number allocated to every record in a database of prospects or clients. It is essential when cleaning, deduping and segmenting the multiple lists all organisations have in this world of new media.

Note that in modern CRMs, the unique identifier is often their email.

URL

Uniform Resource Locator. A reference (an address) to a resource on the Internet. It contains the name of the protocol to be used to access the resource and a resource name. The first part of a URL identifies what protocol to use. The second part identifies the IP address or domain name where the resource is located.

User

A person within the target market of a company, accessing your services online.

Ux

User Experience. How a user engages with your website or online application, and how good the experience is.

Value-based pricing

Pricing not based on the costs that go into a product but more on the perceived value by the customers. If the customer does not perceive value, the business then needs to calculate the value of the solution and demonstrate that to the customer.

Value based pricing is nearly always higher than 'cost plus' pricing, which is unfortunately what many B2B companies use.

Value exchange

Where websites offer something of value, usually in return for capturing visitor information.

Value Proposition

The emotional benefits and outcomes delivered by a product, service, or brand that provides value to the customer, and inspires them to choose one brand over another. The value is dependent on many variables such as your brand influence, target market behaviour, psychology, prospect demographics, competition, etc.

Voice of Customer

Customer wants, uncovered through investigation and research. Bringing their 'voice' to life.

VPN

Virtual Private Network, it uses infrastructure to provide remote offices or individual users with secure access to their organisation's network. Great when working in countries that don't let you use Google, Facebook, etc - think China.

Wallet Share

Refers to selling additional products and services to existing customers. It is 5 to 10 times more expensive to sell to new customers, hence the growing focus on “increasing wallet share”.

Web 2.0

The second generation of web tools that encouraged users to become more active participants. The term was coined in 1999 so is now very dated.

Web 3.0

The term used to describe the evolution of the Web as an extension of Web 2.0. Alternatively and more meaningfully: Connective intelligence, connecting data, concepts, applications and ultimately people.

Web Design

The graphical representation of what a website will look like.

Web Development

Commonly performed after the web design phase, development is the coding/programming phase of a build.

Website

Your bricks and mortar business online where you house your digital collateral. It's also your interactive online brochure to influence users to engage and take action.

Website Optimisation

It's the process of improving your Google search rankings for a particular page (you don't optimise a website, only the important pages on the website). Also called landing page or conversion rate optimisation.

White Hat

The legitimate method of B2B Marketing online by building quality content and having your content shared by reputable sites and real individuals.

Wholesaler

A wholesaler buys products in large volumes and sells to the next point in the supply chain, but not to the end user. Traditionally, wholesalers leverage their relationships within industries that the provider of a product or service does not have access to.

Wireframe

The one-tone graphic representation of what a website will look like. Commonly performed before the web design phase to determine functionality, UI, and UX.

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