

Glossary of Marketing Terms

Term	Definition
A/B Testing	A method of comparing two versions of a webpage or ad to see which one performs better.
Analytics	Tools and processes used to measure and analyze marketing performance and user behavior.
Brand Awareness	The extent to which consumers recognize and recall a brand.
Buyer Persona	A semi-fictional representation of your ideal customer based on research and data.
Call-to-Action (CTA)	A prompt on a webpage, email, or ad that encourages the user to take a specific action.
Click-Through Rate (CTR)	The percentage of people who click on a link compared to those who viewed the page or ad.
Conversion Rate	The percentage of users who complete a desired action, such as making a purchase or filling out a form.
Content Marketing	A strategy focused on creating and sharing valuable content to attract and retain customers.
Cost Per Click (CPC)	The price you pay for each click in a pay-per-click (PPC) advertising campaign.
Customer Journey	The process a customer goes through when interacting with your business, from awareness to advocacy.
Customer Retention	Strategies to keep existing customers engaged and loyal to your business.
Demographics	Statistical data relating to a population, such as age, gender, income, and education.
Engagement Rate	A metric that measures interactions (likes, comments, shares) on social media or other platforms.
Funnel	A model that illustrates the customer journey from awareness to conversion.

Impressions	The number of times an ad or content is displayed, regardless of whether it was clicked.
Inbound Marketing	Marketing strategies that attract customers by creating valuable content and experiences tailored to them.
Keywords	Words or phrases used in search engine optimization (SEO) to rank content and drive traffic.
Landing Page	A standalone webpage designed specifically for a marketing campaign to capture leads or drive sales.
Lead Generation	The process of attracting and converting strangers into potential customers.
Lookalike Audience	A targeted group of people who share similar characteristics with your existing customers.
Pay-Per-Click (PPC)	A model of internet advertising where advertisers pay each time a user clicks on one of their ads.
Return on Investment (ROI)	A measure of the profitability of an investment relative to its cost.
Search Engine Optimization (SEO)	The process of improving a website's visibility on search engines like Google.
Social Proof	Evidence that other people trust your brand, such as reviews, testimonials, or social media likes.
Target Audience	A specific group of people identified as the intended audience for a product or campaign.
User-Generated Content (UGC)	Content created by customers or fans that promotes your brand, such as reviews or photos.
Visual Hierarchy	The arrangement of elements on a page to guide the viewer's attention to important information.
Webinar	A live, online presentation or seminar, often used for lead generation or education.