



Marketing Jargon Cheat Sheet

Action	Anything from clicking play on a video to clicking your website
Analytics	Collecting and analysis the results of a campaign or advert
Awareness	Perception and knowledge of your brand by your customers
B2B	Business to Business
B2C	Business to Customer
Blogger	Someone that writes content to be posted on websites
Blue Sky Thinking	Think open-mindedly, the sky's the limit
Bounce Rate	The percentage of website visitors that click off from the site after only viewing one page
CAC	Conversion Acquisition Cost
CLV	Customer Lifetime Value
CMS	Customer Management System
Conversion	When a consumer completes an action predetermined at the beginning of the campaign or advert
CPA	Cost Per Acquisition
CPC	Cost Per Click
CPL	Cost Per Lead
CR	Conversion Rate
CRM	Customer Relationship Management
Crowdsourcing	Gathering the services of lots of people, typically online
CSI	Customer Satisfaction Index
CTA	Call to Action

CTR	Click Through Rate
De-Waffle	Removing all of the mumbo jumbo written into a piece of content to make it more to the point
Digital	Non-physical, for example on social media or your website
DM	Direct Message
Emojis	Relatable expressional faces that encourages interaction
Engagement	Positive indicators that consumers are interested in your post, blog or campaign
FB	Facebook
Following	The number of people that want to receive regular updates about your business
FTP	File Transfer Protocol
GA	Google Analytics
GAD	Google AdWords
GIFs	Graphics Interchange Format
Hashtag	A way to make our posts / updates easy to find on a specific topic
HTML	Hypertext Mark-up Language
IG	Instagram
IM	Instant Message
Influencers	A person with a large following who promotes specific products or services
Interaction	A small mean of communication and reaction to your post / product / campaign
KISS	Keep It Simple Stupid
KPI	Key Performance Indicator
Landing Page	a web page which serves as the entry point for a website or a particular section of a website.
Lead Generation	the action or process of identifying and cultivating potential customers for a business's products or services.

LI	LinkedIn
Likes	A Like is an action that can be made by a social media user to show approval.
Live Streaming	transmit or receive live video and audio coverage of (an event) over the Internet.
LTV	Lifetime Value
MTD	Month to Date
NPS	Net Promoter Score
Page View	An instance of an Internet user visiting a particular page on a website.
PEST	Political, Environmental, Social and Technological
Platform	An online marketplace that places one party in touch with another, such as buyers and sellers.
PM	Private Message
Post	A piece of writing, image, or other item of content published online, typically on a blog or social media website or application.
PPC	Pay-Per-Click
PR	Public Relations
Reach	The total number of different people or households exposed to a form of marketing
ROI	Return on Investment
RT	Retweet
SaaS	Software as a Service
Search	A function or process of finding letters, words, files, web pages, or other data
SEO	Search Engine Optimisation
SERPs	Search Engine Results Pages
Share	To send a file or link to someone
SLA	Service-Level Agreement

SMART	Specific, Measurable, Achievable, Realistic and Timely
SMB	Small Medium Business
SME	Small Medium Enterprise
SM	Social Media
Stories	Where users can capture and post related images and video content in a slideshow format
SWOT	Strengths, Weaknesses, Opportunities and Threats
Tag	When social media users to engage an individual, business or any entity with a social profile when they mention them in a post or comment
Think Outside the Box	think in an original or creative way.
Tweet	A video, message or picture posted on Twitter (social media)
UI	User Interface
Unique Visitors	Unique visitor is a term used in Web analytics to refer to a person who visits a site at least once within the reporting period
URL	Uniform Resource Locator
UX	User Experience
Viral	An image, video or piece of information that is circulated rapidly and widely on the Internet
Vlogger	A vlog is a set of videos that someone regularly posts on the internet in which they record their thoughts or experiences or talk about a subject
WIIFM	What's In It For Me?
WOF	Word-Of-Mouth
YoY	Year on Year
YT	YouTube
YTD	Year to Date