Digital Marketing:
A Reference Manual

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Branding

Brand Identity: The visual and verbal elements that represent a brand (logo, colours, fonts, tagline, etc.).

Brand Equity: The commercial value derived from consumer perception of the brand name rather than the product or service itself.

Brand Positioning: The strategy to create a distinct image of a brand in the customer's mind compared to competitors.

Brand Awareness: The extent to which consumers recognize or recall a brand under different conditions.

Brand Loyalty: A customer's consistent preference for one brand over all others, is reflected in repeated purchases.

Brand Ambassadors: Individuals, often influential, who promote a brand voluntarily or for compensation.

Brand Voice: The uniform and distinctive expression of a brand across all communication channels.

Brand Storytelling: Using narratives to engage consumers and convey the brand's values, history, and mission.

Brand Recall: The ability of consumers to remember a brand without any visual or auditory identifiers.

Brand Experience: The combination of all the interactions a customer has with a brand over time.

Brand Architecture: The organizational structure of a company's brand portfolio.

Brand Extension: The strategy of using an established brand name on new products to increase sales.

Inbound Marketing

Inbound Marketing: Marketing strategies that focus on attracting customers through content and interactions that are relevant and helpful.

Content Marketing: Creating and distributing valuable content to attract and engage an audience.

SEO (Search Engine Optimization): Optimizing content to rank higher in search engine results.

Lead Magnet: A free item or service is given away to gather contact details.

Landing Page: A page designed to capture leads.

Call to Action (CTA): A prompt that encourages an immediate response or action.

Lead Nurturing: Building relationships with potential customers through various types of content.

Conversion Funnel: The stages a consumer goes through before making a purchase.

Marketing Automation: Using software to automate repetitive marketing tasks.

Buyer Persona: A semi-fictional representation of an ideal customer based on research and data.

Customer Journey: The complete sum of experiences that customers go through when interacting with a company.

Lifecycle Marketing: Marketing strategies tailored to each stage of the customer lifecycle.

Content Offer: A valuable piece of content offered to leads in exchange for their information.

Outbound Marketing

Outbound Marketing: Traditional marketing methods where the company initiates the conversation and sends a message out to an audience.

Cold Calling: Calling potential customers who have had no prior contact with the salesperson.

Direct Mail: Sending promotional materials through postal mail.

Telemarketing: Marketing products or services over the telephone.

Print Advertising: Advertisements in newspapers, magazines, brochures, etc.

Broadcast Advertising: TV and radio ads.

Billboards: Large outdoor advertising structures.

Trade Shows: Events where businesses in a particular industry promote

their products or services.

Email Blasts: Sending a single promotional email to a large group of recipients.

Sales Promotions: Short-term incentives to encourage the purchase of a product or service.

Referral Programs: Encouraging current customers to refer new customers.

Banner Ads: Image-based advertisements on websites.

Pop-Up Ads: Ads that appear in a new window or tab when a user visits a website.

Content Marketing

Content Strategy: Planning, creation, delivery, and management of content.

Content Curation: Collecting and sharing relevant third-party content with your audience.

Content Calendar: A schedule detailing what content will be published and when.

Evergreen Content: Content that remains relevant and useful over a long period.

Viral Content: Content that spreads quickly and widely across the internet.

User-Generated Content (UGC): Content created by consumers or users of a brand.

Infographic: A visual representation of data or information.

E-book: A digital book used as a marketing tool.

White Paper: A detailed report or guide addressing a complex issue.

Case Study: An in-depth analysis of a particular instance, event, or project.

Blog Post: An article or entry posted on a blog.

Podcast: An audio program or series available for streaming or download.

Webinar: A live, online educational presentation or seminar.

Video Marketing: Using video content to promote a product, service, or brand.

Landing Page: A standalone web page created for a marketing or advertising campaign.

Call to Action (CTA): A prompt that encourages the audience to take a specific action.

SEO Content: Content created specifically to improve search engine rankings.

Content Distribution: The process of sharing content across various platforms.

Interactive Content: Content that requires active engagement from the audience, such as quizzes and polls.

Content Audit: A comprehensive review of all content assets to assess their performance.

SEO (Search Engine Optimization)

Keywords: Words or phrases that users enter into search engines.

Backlinks: Inbound links from other websites to your site.

On-Page SEO: Optimization of content and HTML source code on a webpage.

Off-Page SEO: Activities outside of your website to improve search engine rankings.

Technical SEO: Optimizing the technical aspects of a website to improve its rankings.

SERP (Search Engine Results Page): The page displayed by search engines in response to a query.

Meta Tags: HTML elements that provide metadata about a web page.

Alt Text: Text used to describe images on a webpage.

Anchor Text: The clickable text in a hyperlink.

Organic Search: Search results that are not paid for.

Local SEO: Optimizing a website to rank better for local searches.

Keyword Research: Identifying popular words and phrases people enter into search engines.

Link Building: Acquiring hyperlinks from other websites to your own.

Domain Authority (DA): A measure of a website's authority in search engine rankings.

Page Authority (PA): A measure of the strength of an individual page's SEO.

Search Intent: The reason behind a user's search query.

Bounce Rate: The percentage of visitors who leave a site after viewing only one page.

Click-Through Rate (CTR): The ratio of users who click on a link to the total number of users who view the link.

Canonical URL: The preferred URL for a piece of content, used to prevent duplicate content issues.

XML Sitemap: A file that lists the URLs for a site, helping search engines crawl the site more effectively.

Robots.txt: A file that tells search engines which pages on your site to crawl.

Schema Markup: Code that helps search engines understand the context of your content.

Keyword Density: The ratio of a keyword to the total number of words on a page.

Rich Snippets: Enhanced search results that include additional data like reviews, ratings, and images.

Google Analytics: A tool that tracks and reports website traffic.

CTR Manipulation: Tactics to improve the click-through rate of a site in search engine results.

Social Media Marketing

Engagement: Interactions (likes, shares, comments) between a brand and its audience.

Reach: The number of unique users who see your content.

Impressions: The total number of times your content is displayed.

Influencers: Individuals with the power to affect purchase decisions due to their authority or reach.

Hashtags: Keywords or phrases preceded by a hash symbol (#) used to categorize content.

Social Listening: Monitoring social media channels for mentions of your brand or related keywords.

Social Proof: The influence that the actions and attitudes of others have on your own behaviour.

Ad Retargeting: Serving ads to people who have previously visited your site.

User-Generated Content (UGC): Content created by users about a brand.

Conversion Rate: The percentage of users who take a desired action after engaging with your content.

Follower Growth: The increase in the number of followers over time.

Engagement Rate: The percentage of an audience that engages with your content.

Social Media Analytics: Tools and processes for measuring, analyzing, and interpreting social media data.

Paid Social: Advertising on social media platforms.

Organic Social: Non-paid social media activities.

Community Management: Building and managing a brand's social media community.

Influencer Marketing: Partnering with influencers to promote your brand.

Social Media Campaign: A coordinated marketing effort on social media to reinforce or assist with a business goal.

Social Media Management Tools: Software used to manage and analyze social media interactions and accounts.

Social Media Metrics: Data and statistics that measure the performance of social media activities.

Social Sharing: The act of sharing content on social media platforms.

Viral Marketing: A strategy that encourages individuals to pass on a marketing message to others, creating exponential growth.

Customer Advocacy: When satisfied customers promote your brand on social media.

Micro-Influencers: Influencers with a smaller, but highly engaged, following.

Content Syndication: Republishing content on third-party sites to reach a wider audience.

Geotagging: Adding geographical identification to your social media posts.

Ephemeral Content: Short-lived content, such as Instagram Stories or Snapchat Snaps, that disappears after a set period.

Social Commerce: Selling products directly through social media platforms.

Dark Social: Traffic that comes from private social channels such as email and messaging apps.

Social Mia Audited: A comprehensive review of a brand's social media presence and performance.

Email Marketing

Email Campaign: A coordinated set of individual email messages delivered over a specific period.

Subscriber List: A collection of email addresses collected from individuals who have opted in to receive email communications.

Open Rate: The percentage of recipients who open an email out of the total recipients.

Click-Through Rate (CTR): The percentage of email recipients who clicked on one or more links contained in an email.

Bounce Rate: The percentage of sent emails that could not be delivered to the recipient's inbox.

Autoresponder: Automated emails sent in response to user actions or scheduled over time.

A/B Testing: Testing two versions of an email to see which performs better.

Personalization: Customizing email content based on subscriber data.

Segmentation: Dividing an email list into smaller groups based on certain criteria.

Drip Campaign: A series of automated emails sent on a schedule.

Email Service Provider (ESP): A company that offers email marketing or bulk email services.

Lead Nurturing: Building relationships with potential customers through targeted email content.

Unsubscribe Rate: The percentage of recipients who opt out of receiving future emails.

Influencer Marketing

Influencer: An individual with the ability to influence potential buyers by promoting or recommending items on social media.

Micro-Influencers: Influencers with a smaller, highly engaged audience.

Brand Ambassador: A person who represents and promotes a brand over an extended period.

Sponsored Content: Content that an influencer creates for payment from a brand.

Affiliate Marketing: Influencers promote a product and earn a commission on sales made through their referral links.

Product Seeding: Sending free products to influencers in hopes of getting free publicity.

Influencer Outreach: The process of contacting influencers to collaborate.

Influencer Agreement: A contract that outlines the terms of collaboration between a brand and an influencer.

Engagement Rate: The level of interaction (likes, comments, shares) an influencer receives.

Influencer Network: A group of influencers managed by an agency or platform.

Search Engine Marketing (SEM)

Paid Search: Advertising within search engine results.

Pay-Per-Click (PPC): An advertising model where advertisers pay each time a user clicks on their ad.

Ad Auction: The process that search engines use to determine the relevance and placement of ads.

Cost-Per-Click (CPC): The actual price paid for each click in a PPC campaign.

Ad Rank: A value used by search engines to determine the placement of ads.

Quality Score: A metric used by search engines to measure the relevance and quality of PPC ads.

Display Ads: Banner, image, or text ads that appear on websites.

Remarketing: Targeting ads to users who have previously visited your website.

Landing Page: A specific page on a website where users land after clicking an ad.

Conversion Rate Optimization (CRO): Improving the percentage of users who take a desired action on a landing page.

Ad Extensions: Additional information (like location, phone number, etc.) provided with a PPC ad.

Search Network: A group of search-related websites where ads can appear.

Display Network: A collection of websites, including Google sites, where display ads can be shown.

Guerrilla Marketing.

Guerrilla Marketing: Unconventional marketing tactics designed to achieve maximum results with minimal resources.

Street Marketing: Promotional activities conducted in public places.

Ambient Marketing: Placing ads in unusual locations.

Experiential Marketing: Creating memorable experiences to engage consumers.

Viral Marketing: Creating content that encourages users to share it widely.

Flash Mobs: Groups of people who assemble suddenly in a public place to perform a planned act.

Stickers and Decals: Low-cost promotional tools that can be placed in