

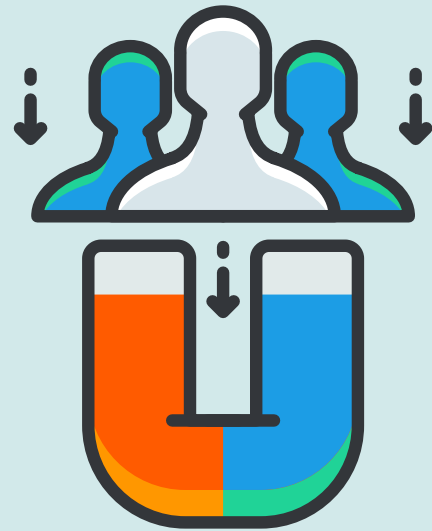
Marketing Terms & Definitions

Common terms and what they refer to in regards to marketing and sales.

Lead Magnet

High value content that solves a problem for a specific audience.

This can be a PDF, Cheatsheet, Webinar, eBook, mini-course, case study, etc.



Landing Page

A simple website page that has one main goal: To get people to take action. Also called Squeeze page.



For example, a landing page is a standalone page used to promote Lead Magnet.

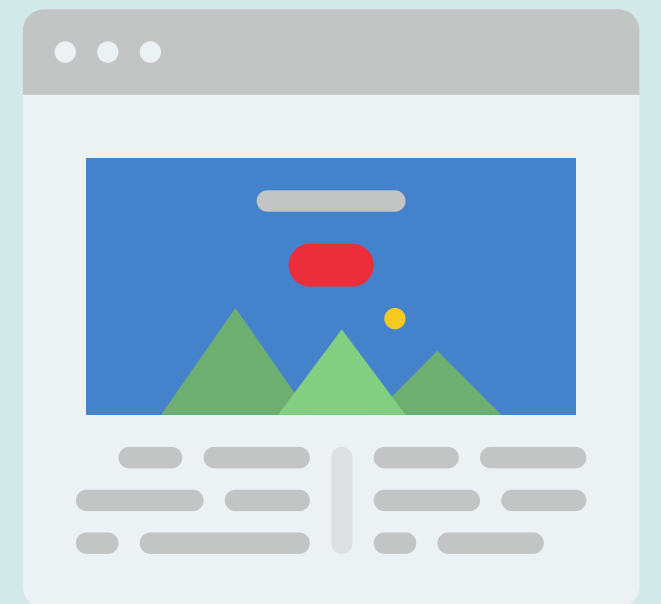
CTA (Call to Action)

This is the action you want visitors to take once they land on your website, landing page or sales page. Examples: Buy Now, Register, Sign Up, Learn More, Schedule or Call Now



Sales Page

Standalone page that includes psychological triggers and target audience language to persuade visitor to take a specific action like BUY NOW



There are templates online to help craft high converting sales pages.

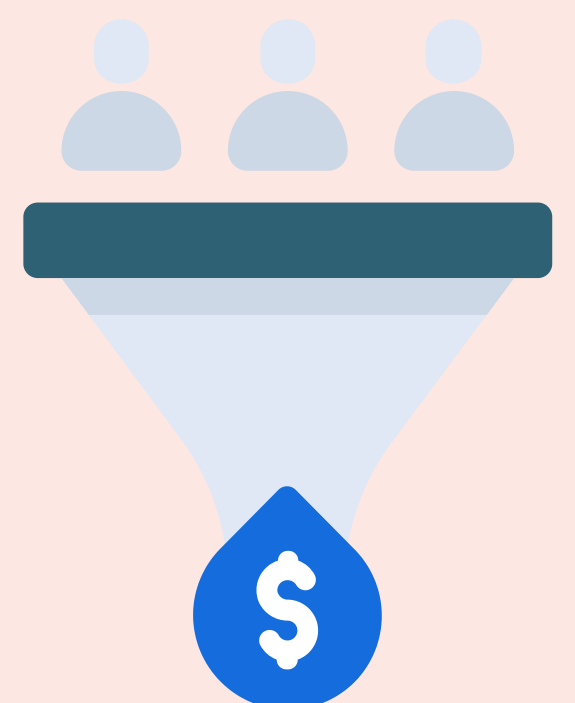
Email Campaigns

Series of emails that guide prospects, leads and customers through a journey with end goal being to sell products/services.



Funnel

Often called a sales or revenue funnel, this is how companies and business owners attract, nurture, qualify and sell products and services. Lead magnet is at the top followed by nurturing emails, and end in sales campaigns.



Since people who enter at the top of the funnel may have different needs, you'll hear the word "segmenting." This simply means that you separate the people on your list into different communication buckets based on actions taken or not taken by those on your list. This helps to prevent unsubscribes and emails being pushed into spam or promotions tab.

Opt-In

This refers to the action someone took on a page. For instance, if you wanted visitors to "Sign Up" for your free webinar, and 10 people took that action, you'd say 10 people "opted in" to your free webinar.



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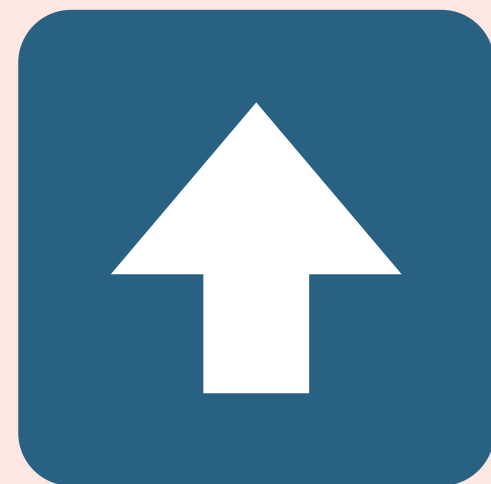
OTO (one time offer)

This refers to an offer that is only available once or will only happen once. This creates a sense of urgency meant to increase potential for sales.



Order Bump

This is a way to add additional product/service options to an order form for customers to select before they finalize their order.



This is incorporated during checkout process - "Wait, before you go..." - to increase sales and usually complements the original product/service order.

Upselling, Cross-Selling & Downselling

These words refer to levels of offers at different points in buying cycle. Upsell encourages customers to buy additional items or higher-priced items. Cross-selling refers to offering comparably priced products/services. Downsell refers to offering lower priced product/service.

Top of the Fold

This refers to what is seen when someone visits your website, landing page or sales page before they scroll. The most important information should be in top of the fold.



Trigger

Term used often in marketing. This refers to the action taken that leads to next action. For instance, once someone clicks button on a website, this triggers an automated email to send.



Conversion

Refers to a visitor completing a specific action on your website, sales page, email link or ad.

Conversions can refer to leads, sign ups, followers or sales depending on Key Performance Indicators (KPIs) set forth by company or owner.



Cart

This is where sales take place online, meaning someone submits their payment information in exchange for goods. If someone visits the cart but doesn't complete the order, they are said to have "abandoned cart." If you hear "closing cart" this means that the offer is unavailable once the "cart closes."

