20 Digital Marketing Terms For Newbies

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Digital Marketing Strategies for Small Businesses

20 DIGITAL MARKETING TERMS FOR NEWBIES

Getting started in digital marketing is exciting and overwhelming all at the same time.

Before you can learn to "walk the walk" it is very important that you are able to "talk the talk".

This guide will share & define 20 popular terms used in digital marketing.

Familiarizing yourself with these terms will help you save time and fast-track your journey to online marketing success.

01 AUDIENCE

An audience is a group of potential prospects and customers. Marketers can create audiences on virtually every social media platform. An engaged and enthusiastic audience can become a company's biggest advocates and loyal customers.

02 CONVERSION

When a visitor takes the desired action while visiting your site, it is called conversion. This can be a purchase, membership signup, download or registration for a newsletter.

03 IMPRESSIONS

This term is used to define the number of times a company's ad will appear to its target audience. Many digital platforms keep track of how many times an ad is served to a specific person by tracking frequency of impressions. Impression could also be related to a website and the number of times the web page is visited in total.

04

CTR – CLICK-THROUGH RATE

Click-Through Rate identifies the percentage of people who click on a link. These identifiers are usually placed in an email, an ad, a website page… etc. The higher the CTR percentage, the more people clicked through. CTR is extremely important for many aspects of digital marketing.

05

CPC – COST PER CLICK

Cost per Click is a pricing model where advertisers are charged by digital platforms for every click people make on an advertisement. Typically, the goal of cost per click advertisements is to engage people. There are many options for increasing engagement, such as having them watch a video, entering their email address to receive content, following you on social media, and responding to a survey.

06   CPA – COST PER ACQUISITION

Cost per Acquisition is a pricing model where advertisers are charged only when leads, sales, or conversions are generated. It's been around for a while but can sometimes result in a higher cost per result than CPC. On the upside, when using the CPA model, you are only charged for the results that you receive.

07   CPM – COST PER THOUSAND

Cost per Thousand is a pricing model where advertising impressions are purchased and companies are charged according to the number of times their ad appears per 1,000 impressions. It's a favorite form of digital platforms used to sell ads because they get paid just by displaying ads, regardless of conversions or leads. The CPM model makes sense if you are trying to reach a very large audience with a goal of building an audience or brand awareness.

08 CUSTOM AUDIENCE & CUSTOMER MATCH

A custom audience is created from an email list or user activity on a specific social platform. Different platforms use different terms. Facebook calls it Custom Audiences and Google calls it Customer Match, but the technique is the same. You can create an audience by uploading your existing email list of customers and then retarget them online by serving advertisements only to this audience. You can also build an audience based on user activity, such as people that visit your website.

09 PIXEL FOR RETARGETING

A pixel is a snippet of code you can insert into the backend of your website that tags people that visit your website. When someone comes to your website, an unobtrusive piece of code (often referred to as a pixel) is placed on their browser. That pixel notifies advertising platforms such as Facebook, Google, and LinkedIn that the person has visited your website. You can serve specific ads based on the specific pages they visited on your website. Facebook calls it a pixel, LinkedIn calls it an insight tag, and Google calls it a remarketing tag, but they all serve the same purpose.

10 LANDING PAGE

This is a page on a company's website, or a webpage developed specifically for a company on a third-party application such as MailChimp that serves one specific purpose. That purpose is to encourage the user to take the desired action such as sign up, watch a video, or complete a survey – just to name a few. Landing pages should contain the company's pixel(s) so that visitors can be retargeted on social media platforms via paid advertisements.

11 OPT-IN

An Opt-In is a form of consent given by web users, acknowledging interest in a product or service and authorizing a third party to contact them, typically via email or chat, with further information. Many countries have Opt-In laws requiring marketers to have permission from the individual before sending them email or chat messages.

12 ORGANIC TRAFFIC

Organic traffic is traffic created by people that find your website by using a search engine, like Google or Bing, so they are not "referred" by any other website. Organic traffic is the best type of traffic but is difficult to achieve unless your site is optimized for search.

13 PAID TRAFFIC

Paid traffic is more commonly referred to as PPC (Pay Per Click). This means that an ad has been created and you are paying to show it to a specific audience. Paid traffic also encompasses any form of paid advertisement that directly points to your website such as ads on Facebook, Twitter, LinkedIn, etc.

14 KEYWORD

A keyword is a word or phrase that your audience uses to search for relevant topics on search engines. If you are a flower shop, a relevant keyword could be "Buy Red Roses" [short keyword] or "Cheapest roses in Newark NJ" [long tail keyword]

15   RETARGETING

Retargeting is a form of online advertising where advertisements are served to people who have already visited your website or are a contact in your database (like a lead or customer). You can also retarget people based on their engagement with your business online. For example, you can retarget people that watch your videos on Facebook and view your Instagram profile.

16   SUBSCRIBER

A subscriber is a person who allows a company to send them messages through email or other personal communication means. Subscribers are of high value to publishers and businesses alike. Subscribers keep coming back!

17   VERIFIED

Verifying a social media account is a method for global brands and public figures to mark an account as authentic. A verified account has been reviewed by the social media platform to be genuine and improves brand credibility and trustworthiness. Verified accounts will often have a blue checkmark next to their username.

18   HASHTAG

Hashtags are frequently used on social media to identify digital content. Hashtags are short words or phrases that are preceded by a hash symbol (#) and help bring user traffic to your content. Using hashtags is a key tool to build your audience.

19   FEED

A feed is a universal term for how social media websites deliver new, updated content to their users. Feeds are where users upload their own content and engage with the people, brands, and celebrities they follow. Each social media feed works differently, so it is important to take the time to review your posts so they are tailored to each feed!

20   TIKTOK

TikTok is the newest and quickly becoming the most popular social media platform. It was the most downloaded app in 2021 and boasts over one billion monthly users. Joining TikTok is a must as a forward-thinking business. TikTok's unique algorithm serves content to its users based on individual interest & user activity – which means the market is hot to find your audience.