



Fundamentals of Digital Marketing Glossary

A

A/B testing

A method of testing where two versions of content with a single differing variable, like email subject lines, are compared to determine which yields better results.

Ad campaign

A plan of action for how a set of one or more ad groups that share a budget, location targeting, and other settings will be distributed online.

Ad group

An ad group contains one or more ads that share similar targets. Each of your campaigns will be made up of one or more ad groups. You use ad groups to organise your ads by a common theme, like separating ad groups into the different products that you offer.

Affiliate marketing

A strategy where businesses pay partners a commission for driving clicks or sales through unique links. Influencers often use this strategy by promoting affiliate links and encouraging followers to purchase products through their unique links.



AI-driven chatbots

AI-driven chatbots get smarter with every interaction. Unlike rule-based bots, they understand the context and can handle more complex tasks, like tracking orders or suggesting products, making conversations with customers feel more natural and helpful.

Analytics

Analytics is the practice of identifying meaningful information from sets of data through analysis.

Analytics tools

Analytics tools help businesses collect, organise, and interpret data to make informed decisions and drive improved outcomes.

Algorithm

A set of instructions and criteria that a program or platform follows to complete a task, such as determining which content to display to users on social media based on factors like user preferences, behaviour, and relevance.

Alt text

Alt text is a brief, written description of an image with the primary purpose of assisting individuals who are visually impaired. It also helps search engines understand your images, improving SEO and site visibility.

Artificial intelligence

Artificial intelligence (AI) refers to computer systems that can complete cognitive tasks typically associated with human intelligence, such as analysing sets of data to provide insights into customer behaviour.

Audience retention

Audience retention builds on the insights from video analytics, focusing on how well your video keeps viewers engaged throughout its duration. By understanding when and why viewers drop off, you can fine-tune your content to hold their attention better.

Audience segmentation

The process of dividing a group of people into smaller groups based on specific shared criteria. This helps us to better understand how to communicate with the segment we are targeting.



B

Backend system

Part of an app or website that manages functionality, processes requests, stores data, and handles actions like adding items to a basket.

Business profile

Business profiles refer to profiles businesses create for online directories. They help customers find essential information, like contact details, for a business.

Bid

The amount a marketer is willing to spend each time a potential customer clicks their ad or calls their business.

Bid strategy

A bid strategy should be tailored to different types of campaigns. Depending on which networks a campaign is targeting, and whether a business wants to focus on getting clicks, impressions, conversions, or views.

Bot

Short for 'robot'. Bots may also be called a 'crawler'. It's a program that searches the internet for content.

C

Call to Action (CTA)

A call to action (CTA) is a prompt that encourages you to take a specific action, like 'Sign up', 'Learn more', or 'Buy Now'.

Cart abandonment

When a potential customer adds an item to their cart, but doesn't complete the purchase.

Click-through-rate (CTR)

Measures the percentage of email recipients who clicked on one or more links within an email, out of the total number of emails delivered.



Click-to-open rate (or CTOR)

The percentage of email recipients who clicked on one or more links within an email, out of the total number of emails opened.

Content creation

Content creation refers to producing and sharing materials like videos, images, blogs, or social media posts to engage audiences, build brand awareness, and drive meaningful interactions online. Learn about key terms so you're familiar with the foundations of content creation before you start.

Content marketing

The creation and sharing of online material, like videos, blogs, and social media posts. It's designed to generate interest in a company's products or services by capturing people's attention.

Conversions

The completion of an activity that contributes to the success of a business, like making a purchase, or signing up for a mailing list. Conversions also contribute to specific goals that you set out to achieve in campaigns and research.

Conversion rate

The percentage of users or website visitors who completed a desired action, or conversion, such as clicking on a link in an email or purchasing a product.

Conversion rate optimisation (CRO)

The process of increasing the percentage of users or website visitors who complete a desired action.

Cost per click (CPC)

The amount a marketer pays when someone clicks on their ad.

Custom user interface

Mobile apps allow businesses to create a unique and tailored user experience, designed specifically for mobile devices. This enables better engagement and usability.



Customer journey

The path customers take from learning about a product to getting questions answered, to making a purchase.

Customer journey map

A journey map visualises every step a customer takes, identifying key opportunities to engage, guide, and convert them along the way.

Customer personas

Personas represent specific customer types within your audience, helping you to tailor messaging by understanding customer needs, behaviours, and goals.

CRM

Customer relationship management (CRM) refers to tools and strategies businesses use to manage interactions with customers, helping improve relationships and track engagement over time.

Customer feedback

Information that customers provide about their experiences, which can include opinions, reactions, preferences, and complaints about products and services—e.g., delivery time, product quality, and likelihood of buying again.

Customer segmentation

Segmentation is the process of dividing and categorising your audience into smaller, targeted groups based on demographics, behaviours, or interests (e.g., homeworkers, teenagers, artists). This helps you create personalised marketing strategies.

Customer service chatbot

A customer service chatbot is a program that can chat with people online, like the pop-up helpers you see on websites. It answers questions or guides users through tasks, helping customers quickly get the info they need and freeing up your team for more complex issues.

Customer touchpoints

Any interaction a customer has with a brand during their purchase journey. Optimising these across channels helps build trust, engagement, and loyalty.



D

Dashboard

A visual display that tracks and shows key metrics, insights, and performance data in real-time.

Data analytics

Monitoring and evaluating data to gain actionable insights.

Data-driven attribution

Data-driven attribution analyses touchpoints across channels—like Google Search, ads, social media, and email—to show how interactions drive goals like conversions or engagement. Google Ads focuses on ads, while Google Analytics covers all marketing channels.

Data reporting

Organising and summarising data to track performance across marketing and sales efforts.

Digital marketing channels

Any communication method or platform a business can use to reach its target audience online, like social media, websites, email, and apps

Digital marketing strategy

A strategy is a plan of action designed to achieve a long-term or overall aim. A digital marketing strategy is a plan that outlines how to use digital channels to achieve marketing goals.

Display advertising

Visual ads that appear on websites, often in the form of banners, images, or videos.

Domain name

Luckily, all you need to do is choose a nicer name to reference that numeric IP address. Your web address, or ‘domain name’, is how potential customers will find you. It’s the thing you type into the browser window to get to any website, like www.google.co.uk.



E

e-Commerce

Selling products and services online through websites and mobile apps, including through online marketplaces and social commerce.

Earned channels

Reviews, media coverage, and organic social shares generated by others.

Email bounce rate

The percentage of emails sent that could not be delivered to the recipient's inbox. This might happen if the recipient's inbox is full or maybe due to inaccurate emails (such as those with a typo or misspelling).

Email campaign

A set of emails sent to a specific audience with a clear goal, such as promoting a product, sharing news, or driving engagement. These emails are typically scheduled and sent at specific intervals to maximise their impact.

Email Marketing

The process of sending messages to a list of existing subscribers to share information, drive sales, or create a community.

Ethics

Moral principles that guide decision-making, including expectations for behaviour and communication.

G

Gemini

Use Gemini, a generative AI assistant, for natural conversations and assistance with tasks like creating content, summarising information, and brainstorming ideas.



Generative AI

One specific type of AI is generative AI (gen AI), which is AI that can generate new content, like text, images, or other media.

Global marketplace

A global marketplace allows businesses to access and serve customers across the globe through digital platforms and websites.

Google Ads

This online advertising platform connects businesses with billions of potential customers on Google Search, YouTube, and other websites. Advertisers can create and run text, image, video, and shopping ads to reach target audiences at the right time.

Google Analytics

This analytics platform provides in-depth insights into website and app traffic, as well as user behaviour. It helps you understand what's working well, identify areas for improvement, and make data-driven decisions to grow your online presence.

Google Alerts

Monitor online mentions of your brand or industry trends in real time.

Google Search Console

With access to Search Console, you can gain insights into your site's performance in Google Search results. Discover the keywords users search to find your site, identify technical issues, and optimise both content and technical elements to improve rankings and attract visitors.

GPS

Global Positioning Systems (GPS) use information from satellites to calculate a location. Mobile phones, apps, and services, such as Google Maps, use GPS to pinpoint a user's location.



I

Influencer-generated content

Any post created by an influencer that promotes a brand's products or services. In many countries, these posts must legally be disclosed as ads or sponsored content.

Influencer marketing

The process of getting influential people to endorse or mention a brand, product, or service to their followers on social media.

Insight

Information that is discovered through research or data analysis and that can be actioned upon to benefit a marketing strategy.

Interactive elements

Interactive elements, like polls or questions, are features within videos that encourage viewers to interact directly.

Internationalisation

Internationalisation is the act of designing products, services, and processes in ways that are suitable for markets in multiple countries.

IP address

Every server has a unique IP address, like 142.251.46.174 for Google.com, that helps computers find it on the internet. Think of it like a digital address that makes sure each server is easy to locate.

K

Key Performance Indicator (KPI)

A measurement used to gauge how successful a business is in its effort to reach a business or marketing goal.

Keywords

A search term that people use to find information, products, or services online.



Keyword stuffing

Adding an excessive amount of keywords to your content which may mean it reads unnaturally.

L

Legislation

A law or set of laws, typically established by a governing body within a specific region or country.

Local business

Businesses are considered local if they serve customers that are geographically close to them. For example, customers and potential customers within 10 miles of a store or venue.

Local directories

Local directories host business profiles and help searchers find a business when it's relevant to their search and their location. Examples include Google Business Profile, Yelp, and Foursquare.

Localise

Localisation is the process of adapting a product, service, or content not only linguistically, but also culturally and functionally, to meet the specific needs, preferences, and expectations of a target audience in a particular geographic or cultural market.

For example, a word-for-word website translation would sound awkward to native speakers. Localised content uses local expressions, idioms, and cultural nuances, so it reads as though it was originally written in the target language.

M

Macro conversion

A macro conversion is a completed action on your website that represents a significant achievement for your business, usually tied directly to your goals. For example, a purchase transaction or a form submission.



Macro influencer

Influencers with 1 million followers or fewer.

Manual CPC

Manual CPC lets a business set its own maximum cost per click (CPC) for ads. This differs from AI-powered automated bid strategies, which set bid amounts for you.

Max CPC

A bid that a business sets to determine the highest amount that they're willing to pay for a click on an ad.

Mega influencer

Influencers with 1 million or more followers.

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Metrics

Quantifiable measurements that are used to track and assess a business objective. For example, open rates measure how many recipients opened an email, helping you evaluate the effectiveness of your subject lines.

Micro conversion

A completed response that indicates a user is moving toward a completed purchase transaction. Micro conversions include potential customers adding an item to a shopping cart, signing up for a newsletter, or watching a product demo video.

Micro influencer

Influencers with 100,000 followers or fewer.

Mission

A business' purpose and how it differentiates itself from others in its industry. A mission is present-focused (the 'what and how'), while a vision is future-focused (the 'why').

Mission statement

A business' purpose and how it differentiates itself from others in its industry.



Mobile apps

A mobile app is a program you download from an app store onto your phone or tablet. It sits right on your device, making it easy to access and use whenever you need.

N

Nano influencer

Influencers with 10,000 followers or fewer.

Native upload

Uploading your video directly to a platform, such as YouTube, or TikTok, rather than linking from another source.

Natural language processing capabilities

AI's natural language processing can understand and analyse human language, making it easier to gain insights from text like customer reviews or social media posts.

O

Offline functionality

Mobile apps can offer limited functionality even when the user is offline, providing access to important content or features without needing an internet connection.

Omnichannel

A unified approach where a business connects with customers across multiple channels, like online, in-store, and mobile.

Online marketplace

A third-party website or app which offers products from a range of sellers at competitive prices, such as Amazon and eBay.



Organic search

People using search engines to find products or services through search engine results that are not paid for or sponsored.

Owned channels

Platforms and content a brand directly manages, like its website, blog, and social media profiles.

P

Paid advertising

A type of digital promotion where brands pay to display ads on platforms like social media, search engines, or websites.

Paid channels

Digital promotions a brand pays for, like ads and sponsored content.

Pay-per-click (PPC)

A digital advertising model where advertisers pay a fee each time their ad is clicked.

Payment services

Allow people to carry out transactions, such as purchasing items online.

Product recommendation engine

Software that uses artificial intelligence to analyse customers' data, learn which products might interest them, and display those products to the customer.

Points model

A rewards programme that offers customers a point equivalent for a determined monetary value spent over the course of several purchases.



Progressive Web Apps (PWA)

A Progressive Web App (PWA) is an app you use in your browser—no downloads needed. It offers mobile app features like notifications but only limited offline access. PWAs run on any device or operating system with a browser, providing a seamless experience and reducing development costs.

Push notifications

One of the biggest advantages of mobile apps is the ability to send real-time notifications directly to users, keeping them updated and engaged.

Q

Qualitative data

Qualitative data is essentially any descriptive information that you can't put a number to. This could be people's opinions about a new product, or the sentiment and language people use on social media when talking about a brand.

Quality score

Quality Score is a 1-to-10 rating used by search engines to measure how relevant and useful your ads, keywords, and landing pages are to users. A higher score can improve your ad's position on the search results page and lower your cost per click.

Quantitative data

Quantitative data is anything that can be numerically measured, like the number of followers on social media or the amount of sales a site makes in a month.

Quarter 1

Q1 is the first three months of the year: January, February, and March. Businesses often set goals for this period, like starting new projects or increasing sales after the holidays.

Quarter 2

Q2 covers the months of April, May, and June. This may be a time when businesses track how well they've started the year and adjust their plans if needed.



Quarter 3

Q3 is July, August, and September. Some businesses will try and keep up momentum and start preparing for the busy winter holiday season ahead. For other businesses, Q3 could be one of the busiest times of the year.

Quarter 4

Q4 is the final three months of the year: October, November, and December. For some businesses, this is a crucial time as they focus on the winter holiday sales. Other businesses may have a quieter period.

R

Rank

A webpage's position in the search engine results page. A page's rank is determined by an algorithm.

Relevance

How closely the content of websites, social media sites, etc., matches the search query.

Responsive design

Allows websites and apps to automatically adjust their layout for an optimised, consistent experience on any device—whether it is a desktop, laptop, tablet, or phone.

Retargeting

Showing ads to people who visited your site but didn't take action, like making a purchase.

Return on investment (ROI)

A measure of how much profit is made from an investment compared to its cost. In marketing, it shows if an initiative, like a campaign, earned more money than it spent.

Rule-based chatbots

Rule-based chatbots follow a fixed set of rules to respond to specific inputs. They're ideal for simple tasks like answering FAQs—for example, providing store hours or return policies—but they aren't able to handle more complex questions or requests.



S

Sales data

Information that businesses collect about their sales activities, their customers' interactions, and the way their business works.

Search algorithm

An automated process that helps locate information to answer a user's query.

Search engine

A software program that helps users find information on the web. It works by crawling billions of web pages, indexing their content, and then matching that content to a user's search query.

Search engine marketing (SEM)

Increasing a website's visibility on a search engine results page through paid advertising.

Search engine optimisation (SEO)

The process of increasing the visibility of website pages on search engines to attract more relevant traffic.

Search engine results pages (SERPs)

The results pages that appear when someone performs a search query.

Search query

The words entered into a search engine.

SMART goals

A goal-setting method that can help define and measure the success of the goals of a campaign. It stands for 'specific,' 'measurable,' 'attainable,' 'relevant,' and 'time-bound'.

Social commerce

The act of selling via social media sites, such as TikTok Shop and Instagram.

Social media

Social media refers to any digital tool that enables users to create and share content publicly.



Social media analytics

The process of collecting, analysing, and interpreting data from social media sites to make informed decisions.

Social media engagement

Refers to the actions people take on social media, such as likes, favourites, comments, shares, saves, clicks, hashtags, and mentions.

Social media management tools

Tools that bring together your social media accounts, streamline posting, and provide performance insights from across your social media site, all in one place.

Social media marketing

Creating, sharing, and promoting content on social media sites to drive engagement, boost brand awareness, and achieve goals like increasing sales or building customer loyalty.

Social media monitoring tools

Tools that track mentions of your brand, competitors, and industry themes across social media sites, enabling you to stay informed and engage in relevant conversations.

Social media report

A document that compiles and analyses data on social media activities over a specific period.

Social listening tool

Software that helps track mentions of a brand, relevant keywords, and direct feedback from multiple social media sites in one place.

Social share

When a customer shares a product or service with their social media followers.

Spam

Unsolicited and unwanted bulk emails sent to a broad recipient list, often with no prior consent. However, legitimate emails can also be marked as spam if recipients find them irrelevant, overly frequent, or poorly targeted.



Storyboarding

The process of planning your video visually, scene by scene. It helps outline key actions, dialogue, and camera angles, making the filming process more organised.

Subject Line

The first text recipients see, after the sender's name when an email reaches their inbox. These should summarise the content of the email and be written in an engaging way to drive opens and clicks.

Subscriber

An email address opted-in to receive emails from brands or businesses.

SWOT

An audit that identifies a company's strengths, weaknesses, opportunities, and threats.

T

Target audience

A target audience is another way of saying target customers or potential new customers. In the context of internationalization, target audience is a clearly defined segment of consumers in foreign markets who are most likely to engage with, and benefit from, a business's products or services.

Target market

A target market is a group of consumers a company aims to sell to. While it can be local, this module focuses on international markets.

For example, a business in Italy selling eco-friendly water bottles identifies demand among environmentally conscious customers in Germany.

The 'See, Think, Do, Care' framework

This framework helps businesses map out key stages of the customer journey, focusing on awareness, consideration, conversion, and post-purchase loyalty.



Translate

Translation is the process of converting written or spoken content from one language to another while preserving the original meaning and intent.

U

UCG

User-generated content (UGC) is content created by people, like customers, that features a brand. Organic UGC is shared out of personal interest or experience, with no expectation of payment, while paid UGC is created willingly for compensation.

User experience (UX)

User experience (UX) is how a person—the user—feels about interacting with or experiencing a product. In website design, good UX ensures your site is easy to navigate, visually appealing, and meets user needs effectively.

USP

An explanation of why a product or service is better than the competition.

V

Values

A business' core principles and ethics which defines how the business should behave and communicate.

Video analytics

Video analytics provide insights into your audience, including demographics, viewing habits, and engagement levels. These insights can reveal patterns in audience behaviour, helping you identify which parts of your video perform best and where engagement starts to decline.

Vision

A business' long-term goals and what it hopes to achieve in the future.



W

Web analytics

The process of tracking and analysing visitor behaviour on your website to understand what drives traffic, conversions, and engagement

Web servers

A server is a computer connected to the internet that stores (or ‘hosts’) your website content. If you use a website builder, it provides the server for you, so you don’t have to worry about setup—just focus on creating your site.

Websites

Your website is like your business’s home on the internet. It’s where potential customers can come and learn about your business and what it has to offer them.