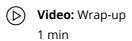
How digital marketing and ecommerce benefit organizations

Introduction to the marketing funnel

Attract and engage potential customers

Drive sales and build brand loyalty

Review: The customer journey and the marketing funnel



Reading: Glossary terms from week

2 20 min

Quiz: Weekly challenge 2
10 questions

Glossary terms from week 2

Terms and definitions from Course 1, Week 2

Awareness stage: The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service

Consideration stage: The second stage of the marketing funnel, when a potential customer's interest builds for a product or service

Conversion: The completion of an activity that contributes to the success of a business

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

Conversion stage: The third stage of the marketing funnel, when marketers capitalize on the interest people have already shown

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

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Customer journey map: A visualization of the touchpoints a typical customer encounters along their purchase journey

Frequency: How many times an individual encounters an ad in a given timeframe

Impressions: The total number of times an ad appears on people's screens

Inclusive marketing: The practice of improving representation and belonging within the marketing and advertising materials that an organization creates

Lead: A potential customer who has interacted with a brand and shared personal information, like an email address

Local search: A search query that generates local-based search results

Local SEO: Optimizing content so that it displays in Google's local search algorithms

Loyalty stage: The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates

Marketing funnel: A visual representation of the process through which people go from learning about a brand to becoming loyal customers

Omnichannel: The integration or synchronization of content on multiple channels

Pain points: Problems customers want to solve

Reach: The total number of unique individuals who encounter an ad across their different

devices

Target audience: The group of people most likely to purchase a company's products; often defined as the combination of customer personas

Touchpoint: Any interaction a customer has with a brand during their purchase journey

Terms and their definitions from previous module(s)

A

Agency: An outside partner that fulfills a company's digital marketing and advertising needs

В

Business-to-business (B2B): Refers to when businesses sell products or services to other businesses (when businesses purchase from each other)

Business-to-consumer (B2C): Refers to when businesses sell products or services to consumers (when consumers purchase from businesses)

С

Consumer-to-business (C2B): Refers to when individuals (consumers) sell products or services to businesses (when businesses purchase from consumers)

Consumer-to-consumer (C2C): Refers to when individuals (consumers) sell products or services to other consumers (when consumers purchase from each other)

D

Digital channel: Any communication method or platform a business can use to reach their target audience online

Digital marketing: The practice of reaching consumers online through digital channels with the aim of turning them into customers

E

E-commerce: The buying and selling of goods or services using the internet

Engagement marketing: (refer to **experiential marketing**)

Experiential marketing: The process of encouraging consumers to not only purchase a brand or product, but to experience it

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Influencer marketing: The process of enlisting influential people to endorse or mention a brand or product to their followers on social media

In-house: Within a single company

S

Social media marketing: The process of creating content for different social media platforms to drive engagement and promote a business or product

Т

Transferable skills: Skills from other areas that can help someone progress a career in marketing

Mark as completed