

# Glossary terms from week 1

Terms and definitions from Course 2, Week 1

**A/B testing:** A method of testing where two versions of content with a single differing variable are compared to determine which yields better results

**Abandoned cart:** When a potential customer adds an item to their cart but doesn’t complete the purchase

**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

**Content marketing:** A marketing technique that focuses on creating and distributing valuable content

**Conversion rate:** The percentage of users or website visitors who take a desired action

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

**Copy:** Any written material that encourages a customer to buy a product or service

**Customer persona:** Represents a group of similar people in a desirable audience

**Customer persona barrier:** What is preventing the customer from achieving their goal

**Customer persona goal:** What the customer wants to achieve

**Demographics:** Information specific to the customer, such as age, gender identity, income, family size, occupation, education, and location

**Display ad:** A visual ad format placed on websites or applications

**Email marketing:** Sending messages to a list of existing subscribers to share information, drive sales, or create community

**Influencer marketing:** Involves a brand collaborating with an online influencer to market one of its products or services

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

**Remarketing ad:** An advertisement delivered to previous purchasers, subscribers, or visitors to a brand’s website or social media

**Search engine marketing (SEM):** Increasing a website’s visibility on a search engine results page through paid advertising

**Search engine optimization (SEO):** The process of increasing the visibility of website pages on search engines in order to attract more relevant traffic

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

**Social share:** When a customer shares a product or service with their social media followers

**Strategy:** A plan to achieve a marketing goal

**Tactic:** An action a marketer takes to make a marketing goal happen

**Unique selling proposition (USP):** An explanation of why a product or service is better than the competition

**Webinar:** A presentation, typically educational, that is provided online

