

Apply your skills to a workplace scenario

Prepare a portfolio for job interviews

Prepare for digital marketing and e-commerce interviews

Answer interview questions

Develop an elevator pitch

Review: Prepare for jobs in digital marketing and e-commerce

Video: Wrap-up

Reading: Glossary terms from week 3

Quiz: Weekly challenge 3

Course review: Satisfaction guaranteed: Develop customer loyalty online

Glossary terms from week 3

Terms and definitions from Course 7, Week 3

Blog: A discussion or informational website published on the internet consisting of discrete, often informal diary-style text entries

Curriculum vitae (CV): A document that presents a full history of an applicant's full academic credentials and professional experience

Elevator pitch: A short, memorable description that explains a concept in an easy-to-understand way

Follow-up interview: A more in-depth meeting that often includes members of the team that the applicant will be working with

Generalist: Someone who is knowledgeable about many topics and has various interests

Podcast: An episodic series of digital audio files that users can download to a personal device to listen or read a transcription

Portfolio: An edited collection of an individual's best projects intended to showcase work experience, style, or methods

Preliminary interview: A fast-paced meeting conducted over a phone call or video chat

Resume: A document created and used by a person to present their background, skills, and accomplishments

Specialist: An expert in a specific field

STAR method: A strategy for answering interview questions that focuses on a specific situation, task, action, and result

Terms and definitions from and their definitions from previous module(s)

A

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

Applause rate: The number of approval actions—such as likes, mentions, Retweets, or favorites—that a post receives relative to the total number of followers

Average order value (AOV): The sum of individual order amounts divided by the number of orders

B

Best sellers report: A report in Google Merchant Center that provides information about the most popular brands and products used in Shopping ads and free listings

Big data: A field in analytics that systematically mines and extracts information from very large datasets for insights

BigQuery: Google's cloud-based data warehouse solution

Brand advocacy: Measures the number of customers who promote a brand through word-of-mouth marketing or other methods

Brand awareness: How familiar people are with a particular business or product

C

Cart abandonment rate: The percentage of customers who add a product to their shopping cart and leave the site without completing their purchase

Chatbot: A programmed system that responds to common customer questions

Click-to-open rate: The percentage of email recipients who clicked on one or more links in an email

Complaint rate: The percentage of complaints recipients send to mailbox providers about receiving an email

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 rate optimization: The process of increasing the percentage of users or website visitors who complete a desired action

Cost per acquisition (CPA): The average cost of acquiring a potential customer

Cross-selling: A sales technique used to encourage customers to spend more by purchasing a product that's related to what they're already buying

Customer acquisition cost (CAC): The average cost of acquiring a paying customer

Customer lifetime value (LTV or CLV): The average revenue generated per customer over a certain period of time

Customer retention rate: The percentage of customers that a company retains over a certain period of time

Customer satisfaction (CSAT) survey: A tool that measures how products and services supplied by a company meet or surpass customer expectations

Customer service: The advice and support a company provides to its customers before, during, and after a purchase

D

Dead stock: Inventory that remains unsold for a long period of time and has little chance of selling in the future

Dynamic remarketing: A process that allows a company to show previous visitors ads that contain products and services they viewed on the company's site

E

Email bounce rate: The percentage of emails sent that could not be delivered to the recipient's inbox

F

Featured snippet: A special box that displays information about a search in the results page

Frequently asked questions (FAQ): A section on a website that provides answers to the questions that customers might have regarding a business, their products or services, policies, processes, and more

G

Google Analytics: A web analytics service that tracks and reports website traffic

H

Heat map: A data visualization tool that demonstrates how visitors interact with a website

I

Impression: When a piece of content is displayed to a target audience

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

L

Live chat: A customer service technology that allows customers to communicate in real time with a business representative

Live View: A feature in Shopify that provides a real-time view of an e-commerce store's activity as it happens

M

Macro conversion: A completed purchase transaction

Micro conversion: A completed response that indicates a user is moving toward a completed purchase transaction

Multi-channel customer service: Refers to providing customer service across multiple channels

N

Net profit margin: The percentage of revenue left over after expenses are paid

Net Promoter Score (NPS): A metric that measures brand advocacy by asking how loyal customers are to a company

Net Promoter Score (NPS) survey: A single-question survey that asks respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague on a scale from zero to ten

O

Open rate: The percentage of users or customers who open an email

P

Points model: A rewards program that offers customers a point equivalent for a determined monetary value spent over the course of several purchases

Post-purchase communication: Any direct interaction customers have with a brand after they make a purchase

Potential reach: A metric that measures how many people have potentially seen a post

Product analytics: Monitoring and evaluating data to gain insights into how users interact with a product or service

Product conversion rate: The percentage of customers who purchase a product after viewing it

Product viability: The sales potential for a specific product

Python: A programming language used for data analysis and data visualization

Q

Qualified traffic: Traffic made up of visitors who are likely to become customers

Quarter: A three-month time period based on a company's financial calendar

R

Referral: Refers to how someone was guided to a website

Replenishment email: Emails used to prompt customers to make a repeat purchase when the items they previously bought are about to run out

Return on ad spend (ROAS): How much revenue is gained versus how much was spent

Return rate: The percentage of products sold that are returned by customers

Rewards program: A marketing strategy designed to build customer loyalty by providing incentives for customers to continue shopping with the brand

S

Session recording: A rendering that captures a visitor's actions as they navigate a website, including mouse movement, clicks, taps, and scrolling

SMART: A goal-setting method that can help define and measure the success of the goals of a campaign; Stands for "specific," "measurable," "attainable," "realistic," and "time-bound"

Spend-based model: A rewards program that offers customers incentives based on an amount spent during a single purchase

Structured query language (SQL): The standard language used to communicate with databases developed by different vendors and hosted on multiple platforms

Subscription model: A rewards program that requires customers to make a recurring payment in order to receive an exclusive incentive

T

Tier-based model: A rewards program that allows customers to graduate to new customer status levels based on the amount of money they spend with a company over time

U

Unsubscribe rate: The percentage of email recipients who unsubscribe from a send list after opening an email

Upselling: A sales technique used to encourage customers to spend more by upgrading to a more expensive product

Usability survey: A survey that assesses the customer's satisfaction with a company's website and identifies any problems the customer may experience along their shopping journey

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