

# Glossary terms from week 2

## Terms and definitions from Course 4, Week 2

**Accessibility:** Considering the needs of people with disabilities when products, services, and facilities are built or modified, making them usable by people of all abilities

**Acquisition email:** An email sent to acquire new customers

**Alt text:** A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

**Call to action:** An instruction that tells the customer what to do next

**Email body:** The text in the main content of an email

**Email copy:** The text in a subject line, preview text, and email

**Newsletter:** An email sent to subscribers on a regular basis, containing news and informational content relevant to the company and of interest to subscribers

**Preview text:** Text next to an email’s subject line in the inbox that gives extra insight into what’s inside the email

**Promotional email:** An email sent out to inform subscribers of new or existing products or services

**Retention email:** An email sent to a current customer with the intent of keeping them as a customer

**Screen enlargement application:** Technology that helps users see content more easily by magnifying text and images on a computer or digital device screen

**Screen reader:** An application that converts text, buttons, images, and other screen elements into speech or Braille

**Segmentation:** The practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history

**Subject line:** The first text recipients see after the sender’s name when an email reaches their inbox

**Welcome email:** An email sent out to brand new customers or subscribers

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

### E

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

**Email marketing provider:** A company that offers email marketing or bulk email services

**Email marketing strategy:** A set of procedures that a marketer identifies and follows to achieve their desired marketing goals with email advertising

### I

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

### P

**PESTLE analysis:** An audit that identifies political, economic, social, technological, legal, and environmental factors that may affect a marketing strategy

### R

**Return on investment (ROI):** Ratio of money made and money spent

### S

**Segmentation:** The practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history

**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”

**Spam:** Unsolicited and unwanted junk email sent out in bulk to a broad recipient list

**SWOT analysis:** An audit that identifies a company’s strengths, weaknesses, opportunities, and threats

