

## 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

**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

#### B

**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)

#### C

**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

#### I

**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

#### T

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

Mark as completed

