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Glossary terms from week 1

Terms and definitions from Course 4, Week 1

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

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

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

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

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,” “relevant,” 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

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