

Marketing Glossary

A-Roll Footage: the main part of a video – it's the stuff that's front and center. It's the primary footage that includes the main people talking or the main action happening. When you're watching a movie or a video, the A-roll footage is what you're mainly paying attention to.

Action (Business Definition): a specific activity, task, or step taken to achieve a goal or objective. It involves the process of turning plans, strategies, or intentions into tangible results. Actions in business encompass a wide range of activities that contribute to the overall functioning, growth, and success of the organization.

Action (Marketing Definition): a specific behavior or response that a business wants its target audience to take after being exposed to its marketing efforts. This behavior is often aligned with the business's goals and objectives, such as making a purchase, signing up for a newsletter, filling out a form, sharing content on social media, or any other desired interaction.

Affiliate Link: a unique URL provided to affiliates (individuals or businesses) as part of an affiliate marketing program. This link is used to track the affiliate's promotional efforts and the resulting traffic, leads, or sales generated from their marketing activities. When a user clicks on an affiliate link and takes a specific action, such as making a purchase or signing up for a service, the affiliate is credited for that referral, and they earn a commission or payment as agreed upon in the affiliate program.

Affiliate marketing: a type of performance-based marketing strategy where businesses (known as advertisers or merchants) collaborate with individuals or other businesses (known as affiliates or publishers) to promote their products or services. In this arrangement, affiliates earn a commission or a predetermined payment for each sale, lead, click, or other agreed-upon actions generated through their marketing efforts.

Affiliate Marketplace: a platform or network that connects businesses with affiliate marketers. It serves as a middleman where companies offering products or services (merchants or advertisers) can collaborate with individuals or other businesses (affiliates or publishers) who want to promote those offerings in exchange for a commission or payment for successful referrals.

Artificial Intelligence (AI): the simulation of human intelligence in computers and machines, allowing them to perform tasks that typically require human intelligence, such as problem-solving, learning from experience, understanding natural language, and recognizing patterns. AI technologies enable machines to analyze data, make decisions, and carry out

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actions autonomously, often with the goal of improving efficiency, accuracy, and the overall user experience.

Artificial Intelligence Language Model: a type of computer program or system that uses advanced techniques from the field of artificial intelligence (AI) to understand and generate human language. These models are designed to process and generate text in a way that resembles how humans communicate.

Attention: capturing and holding the interest of your target audience or customers. It's about making your products, services, or messages stand out in a crowded marketplace and capturing the focus of potential buyers. Attention is crucial because it's the first step in getting people to notice, engage with, and consider what your business has to offer.

Automation: the use of technology and systems to streamline and optimize various processes, tasks, and activities without the need for constant manual intervention. The goal of automation is to increase efficiency, reduce human error, save time, and ultimately improve overall productivity within an organization.

Auto-Responder: a feature or tool commonly used in email marketing that automatically sends pre-written responses or messages to recipients based on triggers or events. These automated responses are sent without manual intervention, helping businesses efficiently manage communication with their audience.

B-Roll Footage: the extra footage that's not the main focus but adds flavor to a video. It's like the behind-the-scenes clips, scenic views, or close-up shots that are used to make the main video more interesting and engaging.

Call to Action: a friendly nudge in marketing. It's a message or prompt that encourages you to take a specific step after seeing an advertisement, content, or message. It can be something like "Buy Now," "Sign Up," "Learn More," or "Download." CTAs help guide you to do something after you've been interested or convinced by what you've seen or read.

Canva (www.canva.com): an online graphic design platform that allows users to create a wide range of visual content, including posters, social media graphics, presentations, flyers, infographics, and more. It provides a user-friendly interface with drag-and-drop functionality, making it accessible to individuals with varying levels of design experience.

Capcut (www.capcut.com): a video editing application developed by ByteDance, the same company behind TikTok. CapCut is designed to help users edit and enhance their videos with a variety of creative features and tools. It allows users to cut, trim, merge, add effects, apply filters, insert text, and more to create visually engaging and polished videos.



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Capture: refers to the act of collecting, obtaining, or acquiring valuable information, data, leads, or assets. This can involve gathering information from customers, prospects, or the environment in order to support various business processes and strategies.

Chat GPT(<https://chat.openai.com/>): a variant of OpenAI's GPT (Generative Pre-trained Transformer) model that is designed specifically for generating human-like text in a conversational context. GPT is an advanced artificial intelligence language model that uses machine learning techniques to understand and generate coherent and contextually relevant text. ChatGPT, based on the GPT architecture, is trained on a vast amount of text data and can generate responses that mimic natural human conversation.

Cold Lead: a potential customer or client who has not yet shown any direct interest or engagement with a product, service, or business. In other words, a cold lead is someone who is not familiar with your offerings and has not taken any action that indicates they are actively seeking information or solutions related to what you provide.

Cold Traffic: a group of individuals or potential customers who are not familiar with your brand, products, or services and have had little to no prior interaction with your business. These individuals are essentially "cold" because they are not warmed up or pre-engaged with your offerings.

Content: to the various forms of information, media, and materials that businesses create and share to engage, inform, and connect with their target audience. Content can take many formats, such as written articles, blog posts, videos, images, infographics, podcasts, social media posts, and more.

Conversion: the desired action taken by a potential customer or prospect that signifies a successful transition from being an interested or potential lead to becoming an actual paying customer. Conversions are key milestones in the customer journey, and they indicate that a business's marketing and sales efforts have been effective in persuading the individual to take the desired action.

Copy: refers to the written content that is used to communicate a message, promote a product or service, and persuade the audience to take a specific action. Copy is a crucial element in advertising, marketing campaigns, websites, brochures, social media posts, and other communication materials.

CSV: "Comma-Separated Values." It is a file format commonly used for storing tabular data, such as spreadsheets or databases. In a CSV file, each line represents a row of data, and the values within each row are separated by commas (or other specified delimiters). Each



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row corresponds to a record, and each value within a row corresponds to a field or column of that record.

Drive traffic: the efforts and strategies aimed at attracting visitors and potential customers to a specific website, online platform, or physical location. The goal of driving traffic is to increase the number of people who engage with a business's content, products, services, or offerings.

Entertain: to make people happy, laugh, or enjoy themselves by doing something interesting or fun. It's like putting on a show or doing things that make people smile and forget about their worries for a while. When you entertain others, you give them a good time and make them feel joyful or amused.

Follow-Up: maintaining communication with the customer to ensure their satisfaction, address any post-purchase concerns, and potentially nurture the relationship for future sales.

Funnel: a pathway that people go through when they're interested in buying something. Imagine it like a real funnel: lots of people start at the top, and as they learn more and get more interested, some of them decide to buy. So, it goes from a big group of people at the beginning to a smaller group of people who actually make a purchase at the end. This helps businesses understand how to get people interested, keep them engaged, and finally, guide them to buy.

Hook: a compelling or attention-grabbing element or strategy used to capture the interest of the target audience and draw them into the content, message, or product being promoted. The purpose of a hook is to make the audience stop and pay attention, creating curiosity and encouraging them to continue engaging with the content.

Hot Lead: a potential customer or client who is currently exhibiting a high level of interest, engagement, and intent to make a purchasing decision. Hot leads are often at the final stages of the sales funnel and are considered to be closer to making a purchase compared to warm or cold leads.

Hyperlink: often just called a "link," is a special word, phrase, or image on a webpage that you can click on. When you click on a hyperlink, it takes you to another webpage or a different part of the same page. It's like a bridge that connects different places on the internet.

Inspire: to make someone feel excited, motivated, or encouraged to do something positive. It's like lighting up a spark in someone's mind or heart that makes them want to take action or feel better about themselves.



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Instagram (IG): a prominent social media platform that businesses and individuals use to connect, engage, and promote their products, services, or personal brands. It offers a visual-centric approach, allowing users to share photos and videos to showcase their offerings and interact with their target audience.

Landing Page: a special web page that's designed to guide you to do one specific thing. It's where you end up when you click on an ad or a link. The page usually talks about why you should do that thing, like signing up for a newsletter or buying a product. It's focused on getting you to take that action, and it doesn't have a bunch of other distractions like a regular website.

Lead: Opportunity to engage with a person, group or legal entity to share information and opportunities to create and exchange value.

Long-Form content: in-depth and comprehensive pieces of content that provide a detailed exploration of a topic. Unlike short-form content, which is brief and concise, long-form content goes into greater depth, offering thorough insights, analysis, and information. It can take the form of articles, blog posts, essays, videos, podcasts, and other formats that allow for a deep dive into a subject.

Marketing: the way companies tell people about their products or services. It's how they show why their stuff is good and why you might want to buy it. Marketing uses things like ads, social media, and special offers to get your attention and make you interested in what they're selling.

Marketer: an individual who is responsible for promoting and advertising products, services, or ideas to target audiences in order to achieve specific goals, such as increasing sales, brand awareness, or customer engagement

Niche: means focusing on a specific group of people who have special needs or interests that not everyone serves. It's like offering something special just for them. This makes your business stand out because you're offering things that are exactly what they're looking for.

Opt-In: a process where individuals give their explicit consent or permission to receive communications, information, or promotional material from a business or organization. It indicates that a person has actively chosen to join a mailing list, subscribe to a service, or receive updates, rather than being added without their knowledge or consent.

Organic Content: any material, such as posts, images, videos, articles, or other media, that is created and shared without paid promotion or advertising. It is content that is naturally



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distributed and discovered by users based on their interests, interactions, and engagement on platforms like social media, websites, and online communities.\

Paid Content: promotional material or media that is created and distributed with the intention of reaching a specific target audience through paid advertising or sponsorship. Unlike organic content, which relies on natural discovery and user interactions, paid content involves allocating a budget to boost visibility, increase reach, and target a desired audience segment.

Passive Income: earnings generated with minimal ongoing effort or active involvement after an initial investment of time, resources, or money.

Promotion: the activities, strategies, and efforts undertaken by a company to raise awareness, create interest, and encourage the sale of its products or services. Promotion is one of the key components of the marketing mix, alongside product, price, and place (distribution). The main goal of promotion is to communicate the value and benefits of the products or services to the target audience and persuade them to make a purchase.

Problem (Marketing Definition): a specific challenge, need, or pain point that a target audience faces and seeks to address. Problems are opportunities for businesses to offer solutions through their products or services.

Prompt: the input or instruction provided to the AI model to guide its response in a conversation. It's the text or query that you enter to start a dialogue with the model and receive a relevant response.

Prospect: a potential customer or client who has shown some level of interest or potential to engage with a business's products or services. Prospects are individuals or entities that have not yet made a purchase but have demonstrated some degree of curiosity, consideration, or engagement that indicates they might be interested in what the business offers.

Reels: a feature found on social media platforms, most notably Instagram. Reels are short-form videos that allow users to create and share engaging and entertaining content. These videos can be up to 60 seconds in length and often include music, text, effects, and various creative elements.

Sales: Sales, in a business context, refers to the process of exchanging goods or services for monetary value or some form of compensation. It involves the activities and interactions that lead to convincing potential customers or clients to make a purchase, thereby



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generating revenue for a business. Sales play a crucial role in the growth and success of a company, as they directly contribute to the financial health and sustainability of the business.

Sales Page: a dedicated web page designed specifically to persuade visitors to take a specific action, usually making a purchase or signing up for a product, service, or offer. It's a focused and highly targeted page that provides detailed information about the product or service being offered, highlights its benefits and features, and includes compelling elements to encourage the reader to complete the desired action.

Short-form media: content that is concise and brief in nature, typically designed to be consumed quickly and easily. This content format aims to deliver information, entertainment, or communication in a condensed manner, catering to audiences with limited attention spans or those seeking quick engagement.

Shorts: a type of short-form video content found on platforms like YouTube. Shorts are brief videos that are usually vertical in orientation and can be up to 60 seconds in length. These videos are designed to capture attention quickly and provide a concise and engaging viewing experience.

Social Media: online platforms and websites that enable users to create, share, and interact with content, information, and each other. It's a digital space where people can connect, communicate, and engage with a wide range of content formats, including text, images, videos, and links.

Solutions (Marketing Definition): refers to a product, service, or offering that addresses a specific problem, need, or pain point that a target audience is experiencing. Solutions are positioned as ways to alleviate challenges and provide tangible benefits or value to customers.

The Scroll: the action of scrolling through a feed or timeline on a social media platform. It's the gesture users make on their device's screen (usually by swiping their finger or using a mouse scroll wheel) to move vertically through the content displayed on their screen. As users scroll, new posts, images, videos, and updates from accounts they follow are revealed in succession.

"The scroll" is significant because it represents how users navigate and consume content on social media platforms. It's the primary way users discover new posts, engage with content, and stay updated on the latest happenings from friends, family, brands, and other accounts they follow.



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Target Audience: a specific group of people who are the intended recipients of a message, product, service, or marketing campaign. This group is identified based on various demographic, psychographic, behavioral, and other characteristics that make them more likely to be interested in and engaged with what is being offered.

Teach: showing or telling someone about things so they can learn and understand them better. It's helping others gain knowledge or skills by explaining things in a way that makes sense to them.

Tik Tok (www.tiktok.com): a social media platform that allows users to create and share short-form videos set to music. It gained widespread popularity for its user-generated content that is often creative, entertaining, and engaging. TikTok provides a platform for users to express themselves, showcase their talents, share funny moments, and connect with others through short video clips.

URL: "Uniform Resource Locator," and it is a reference or address used to identify resources on the internet. In simpler terms, a URL is the web address that you type into a web browser to access a specific webpage, file, or resource on the World Wide Web. URLs are used to uniquely identify and locate various types of content, including websites, images, videos, documents, and more.

Warm Lead: a potential customer or client who has shown some level of interest or engagement with a product, service, or business. Unlike a cold lead, which is someone who hasn't expressed any interest yet, a warm lead has taken some form of action that indicates they might be more receptive to further communication and sales efforts.