

DIGITAL MARKETING 101

ELEVATE YOUR BRAND WITH DIGITAL MARKETING.

Navigating the ever-evolving digital landscape can present challenges, whether you're a seasoned professional skilled in running PPC campaigns, managing content marketing strategies and social media, or a newcomer just starting out. We hope these resources and terminology definitions will prove valuable to you. Should you have additional questions, please don't hesitate to reach out to us. We'd love to help.

HELPFUL RESOURCES:

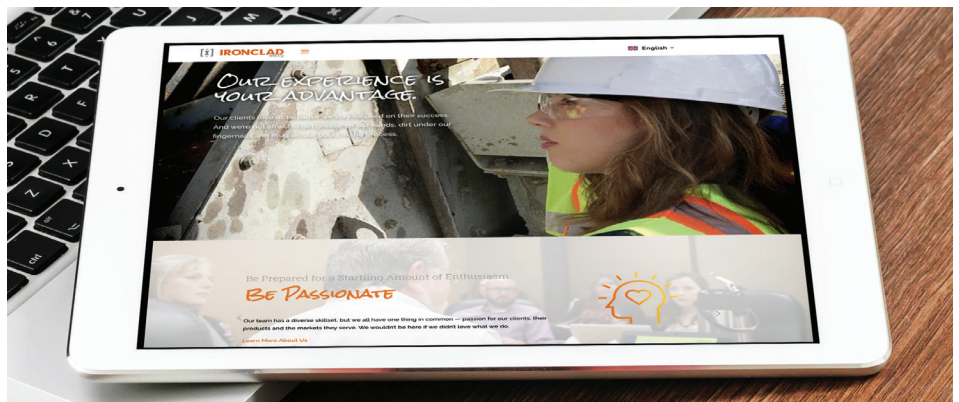
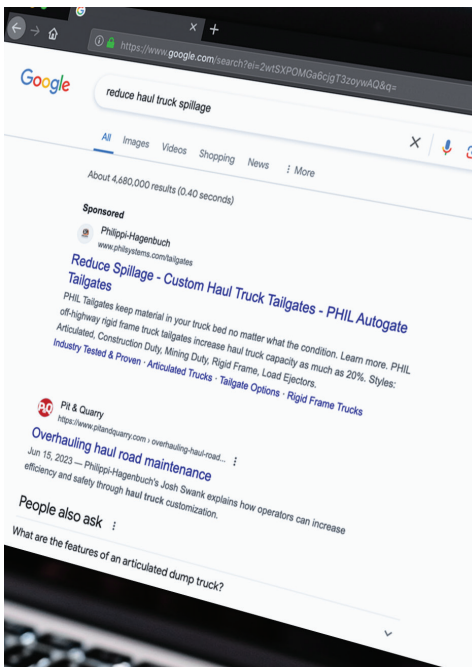
- semrush.com
- ahrefs.com
- Google Skillshop
- Google Analytics
- Google Pagespeed Insights
- Google Trends
- Neil Patel
- Answer the Public
- SimilarWeb
- Hubspot Academy



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ACRONYMS AND TERMINOLOGY:

CTA (Call to Action) – What you want your target audience to do after receiving your marketing message. The CTA clearly articulates the next step. Some examples are: “Learn More,” “Contact Us,” “Shop Now,” “Follow Us” and “Sign Up.” A/B testing offers a great opportunity to experiment with different CTAs and optimize your messages to get the best audience response.

CMS (Content Management System) – Programs such as WordPress, Drupal, Joomla or Wix, which separate most of the mundane webmaster tasks from content creation so that a publisher can be effective without acquiring or even understanding sophisticated coding skills.

Content Marketing – A strategic marketing approach that entails creating and distributing content (blog posts, ebooks, videos, infographics, etc.) that is valuable to an audience. The valuable content attracts attention to a brand, builds an audience and eventually helps grow revenue.

CPC (Cost Per Click) – This metric represents the average advertising cost of the user clicking on a particular keyword, ad or asset.

CPM (Cost Per Thousand Impressions) – A statistical metric quantifying the average value/cost of PPC advertisements. The “M” in the acronym is from the Roman numeral for one thousand.

CRM (Customer Relationship Management) – The goals of CRM are to retain current customers, increase their spending and convert prospects into new customers. CRM technology is used to manage information such as a summary of each interaction, indicators of intent to purchase and purchase history. Analytics are also used to provide real-time insight into cross-sell and upsell opportunities at the individual customer level.

CTR (Click-Through Rate) – A metric that represents the percentage of clicks over impressions of a link or PPC advertisement, measuring how effective the link or ad is at attracting traffic.

HTML (HyperText Markup Language) – A standard markup language or “markup” which is used to add formatting and web functionality to plain text for use on the internet.

Keyword – A word or expression used as a query in a search engine.

Keyword (Google Ads) – A paid term the advertiser is bidding on in Google Ads to draw traffic to the website.

Keyword (Organic) – An unpaid term used to specifically attract organic traffic through search engine optimization.

PPC (Pay-Per-Click) – An internet advertising model used to draw traffic to your website where the advertiser pays a price for each click.

SEM (Search Engine Marketing) – A professional service with the goal of bringing more traffic to a website through search engines. Tactics include PPC advertising, various types of Google Ads, social media marketing, SEO, content marketing and more.

SEO (Search Engine Optimization) – A number of practices with the goal of acquiring more organic traffic to a website from search engines. Tactics include making changes to the technical and content aspects of a website in order to improve its visibility.

SERP (Search Engine Results Page) – The listing of all the web pages, advertisements and content given by a search engine in response to a query. Each results page consists of 10 organic search results and a mixture of ads, images and videos.

SMM (Social Media Marketing) – A professional service that uses social media platforms to promote a product or service on the internet.

**Source Semrush.com*



READY TO UNLOCK YOUR BUSINESS'S FULL POTENTIAL?

Let's collaborate! Schedule a meeting today to take the next step in maximizing your brand's online presence and sales!