

21 Digital Marketing Terms You Should Definitely Know 🧐

Digital Marketing 101

Lead Generation: the action or process of identifying and cultivating potential customers for a business's products or services.

Campaign/Funnel: a set of offers strategically tied together to achieve marketing goals online.

Target Audience: a group of people you want to reach defined by specific demographics and behavior.

Website: a collection of webpages tied together. Serving as the main information hub for your business.

Landing Page: a standalone webpage with 1 call to action. Designed to help you gain leads for your business.

Sales Page: a standalone webpage with 1 call to action. Designed to help you sell a product or service.

Tripwire Page: a thank you page that includes a one time offer (OTO offer). Typically a low cost digital product.

Automation 101

Email Service Provider (ESP): a software company that offers you the ability to send automated email marketing campaigns to subscribers. (i.e, Kit.com)

Customer Relationship Management (CRM): a software company that helps companies manage their interactions with customers. Similar to ESPs, but typically including more robust functionality. (i.e, Hubspot)

Welcome Sequence: a series of automated emails sent to new subscribers, introducing them to your brand, educating them and setting expectations.

Nurture Sequence: a series of emails sent to existing subscribers used to build relationships with potential customers. (i.e, bi weekly newsletter)

Sales Sequence: a series of automated emails to promote a product or service.

Payment Processor: software that helps businesses accept and process electronic payments from customers (i.e, Stripe.com)

Webinar Hosting: a software company that enables users to host and attend virtual events, such as webinars or web conferences (i.e, Zoom,

Traffic 101

Paid Traffic: traffic that comes from paid advertising (i.e, Meta Ads, Google Ads, Pinterest Ads, LinkedIn Ads, etc).

Earned Traffic: traffic that comes from strategic partnerships, networking, social media, organic search, etc.

Owned Traffic: traffic that comes from your existing list of leads (i.e, your email list).

Optimization 101

Optimization: the action of making small changes to something in an effort to make it more effective.

Visitors: the number of people who visit your marketing asset (i.e, landing page, sales page or website).

Conversions: The total number of people who took action on a marketing asset (i.e, landing page, sales page or website).

Conversion rate: the percentage of people who took a positive action. Equation = number of conversions divided by the total number of visitors.

Thank You!



Laura here! A MN raised, volleyball mom who has a weakness for caramel lattes and a passion for helping purpose-driven brands. **My goal has always been to help solopreneurs cut through all the marketing noise and simplify their strategy.** That's why I listed 21 key terms and not 100 😊 One step at a time!

If you're needing a more guidance, for a limited time, I'm offering a FREE 15 min Strategy Audit. [Schedule yours today!](#)

Love, Laura



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Have questions?

Email hello@lauraraeconsulting.com