

# GLOSSARY OF TERMS

**Alt text:** text shown in place of an image if the images have not loaded or they have been disabled on the browser

**Blog:** a regularly updated website or web page that is written in an informal or conversational style

**Brand Tone:** a subset of brand voice, can vary depending on circumstances

**Brand Voice:** a brand's overall personality, should be consistent

**Call-to-action (CTA):** an image, line of text or button designed to entice your website visitors to perform a desired action

**Content Management System (CMS):** a computer application used to create digital content such as websites

**Digital marketing:** the marketing of products or services using digital media to reach consumers

**Double-opt-in:** a two-step process by which subscribers to a mailing list must verify their email address to ensure security and accuracy of information

**Hashtag:** certain words or phrases preceded by a hash/pound (#) sign used to identify messages or posts on a particular topic

**HEX number:** a number that specifically identifies an exact color

**Landing Page:** a website page that allows you to capture a visitor's information through a lead form

**Lookalike audience:** an audience of people within Facebook that are similar to an existing list of people, e.g. a list of current customers or website visitors



**Persona:** a fictional representation of a customer group that will identify their motives, challenges and curiosities that empower them

**Sales Funnel:** the buying process that businesses lead customers through when purchasing products

**Tracking pixel:** code inserted to a webpage that tracks a users behavior through various actions performed on the webpage

**Unique Selling Proposition (USP):** is a factor that differentiates a product or service from its competitors

**URL:** a link to a webpage