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## DIGITAL MARKETING RESOURCES

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## DIGITAL MARKETING GLOSSARY

The following glossary derives from Favors Marketing Lessons 101: A Brief Guide to Digital Marketing.

**Audience** falls under two categories according to Pinterest: engaged audience and total audience.

**Bounce rate** is defined as the percentage of online visitors who access a website but leave quickly without taking any action, such as clicking on a link, filling out a form, or purchasing products.

**Call to action (CTA)** is defined as the element of a webpage that encourages online visitors towards an action. This includes a clickable button with an image, text, or graphic that uses an imperative such as “Shop Now.”

**Click-through rate (CTR)** is calculated by how many consumers clicked on your ad, and it is divided by the number of impressions your ad received. It is calculated by dividing the number of clicks on the ad by the number of impressions.

**Content Marketing (CM)** requires the development of content to engage and sustain online engagement; this can be achieved through the creation and development of various categories of content, including but not limited to email newsletter, blog articles, video lessons, and podcast.

**Contextual Engagement** is defined as what a consumer’s behaviors both historically and reality say about them, and it focuses on the individual experience

**Conversion** is defined as an online customer’s completion of a predefined goal.

**Conversion rate** is defined as the rate at which site visitors completed a predefined goal.

Conversion rate is calculated by dividing the number of goal achievements by the total number of visitors.

**Cost-efficiency** measures the success of your digital ad campaigns based on your budget and costs and the assessment of underperforming ads.

**Cost per click (CPC)** is defined as how much it costs to click on your ad.

**Cross-platform** in digital advertising refers to the use of multiple platforms to market and promote your products.

**Cultural narrative** is defined as the historical relationship between an area, people, place, heritage, spiritual connections, and tradition.

**Digital marketing** is a category of online marketing in which the target objective is to promote and connect customers to a brand using the internet and related forms of digital communication.

**Digital marketing terms** and tools represent a platform of glossary and vocabulary terms and social media marketing platforms specific to understanding online content marketing processes.

**Emotional Engagement** is defined as how consumers stress emotional value leading to investment, focusing on the individual's ideal environment for making decisions.

**Engaged audience** reflects the number of people who have engaged a pin based on a digital ad campaign using Pinterest.

**Engagement** is defined as a site user who likes, comments, and/or shares on content.

**Engagement of Convenience** is defined as the idea that engagement should be easy and convenient, which allows a brand to understand the customer's individual needs, buying cycles, and triggers and price points to reinforce the desire to buy.

**Exit rate** is defined as an online consumer who accesses and leaves a specific page even if the person did not land on the page.

**Four Pillars of Conversion** reflect a customer-mindset. They include the following categories: Strategy and Culture, Tools and Technology, People and Skills, and Process and Methodology.

**Four Ps of Marketing** include product, price, place, and promotion.

**Four Tyes of Engagement** reflect a consumer mindset and brand mindset. They include the following categories: Contextual Engagement, Engagement of Convenience, Emotional Engagement, and Social Engagement.

**Good conversation rate** is between two percent and five percent.

**Good impression share** as a benchmark is 60% with the best being 100%. Impression share should be no less than 60%.

**Impressions** are simply defined as the number of times your digital ad was seen on screen. It is used in pay-per-click advertising.

**Impression share** is used in pay-per-click advertising. It refers to the percentage of times site visitors have seen an advertiser's ad compared to the total possible amounts that ad could have been seen; if an ad's impression share is 70%, then the ad showed 7/10.

**Link clicks** are defined by the count of the number of times your links in an ad, media, or call-to-action have been clicked.

**Master cultural narrative** reflects the sharing of stories that guides thoughts, values, and belief systems.

**Narrative** must have three things: a plot, a climax, and an ending.

**Outbound clicks** as the number of clicks on links that take people off Meta. This is a Facebook definition.

**Outbound clicks** are defined as the total number of clicks to a pin's destination URL. This is a Pinterest definition.

**Outbound Click Rate** is defined according to Pinterest as total number of clicks to a pin's destination URL by the total number of times your pin was seen. The higher the ratio, the more enticing your pin is inclined to click through to website. A good rate is around 33%, 50% excellent, and 20% poor.

**Page likes** are defined by customers showing support for the pages and that they want to see content from it.

**Pay-per-click advertising (PPC)** is defined as the method of driving traffic to a website by paying the publisher every time an ad is clicked.

**Pin Engagement Rate** is the percent of your pins with at least one repin. All pins should be repined at least once.

**Pin Saves** suggests a sign of intent of people who save pins because they want to revisit the pin later. It is a good sign that the idea is resonating. In other words, people want to try it for themselves, i.e., save it for later use.

**Post engagement** is defined by how many people interact with your post (share, comment, click on a link).

**Reach** is defined by how many people see your post in news feeds.

**Search Engine Marketing (SEM)** is a digital marketing strategy that helps website owners improve how their content is ranked.

**Search Engine Optimization (SEO)** is an online marketing strategy in which brands purchase the services of a SEO specialist to structure the client's website so that it encourages greater visibility in search engines, such as Google and Microsoft Bing.

**Search engine results pages (SERPs)** represent a Google response to a search query.

**Sessions** are measured by how long an online consumer interacted with your site.

**Social Engagement** is defined as the feeling of having more influence over the buying decisions of my network than any marketer.

**Social Media Marketing (SMM)** targets social media platforms, such as Facebook, Instagram, TikTok, to encourage brand promotion, create a target audience, drive traffic to a website, and increase sales through pay-per-click and/or digital advertising.

**Three Cs of Digital Advertising Reporting** include community, cross-platform, and cost efficiency.

**Three Cs of Social Media Tools** include company, customer, and competitor.

**Total audience** reflects the number of people who saw your pin. It is defined as the number of people who have engaged your pins.