

Marketing Jargon

Explained!



Jargon:

Any technical language
we do not understand



Jargon free zone

Welcome to our marketing jargon-busting download for florists!

Life is challenging enough without the added complexity of deciphering acronyms and marketing jargon. At Queen Bee we're committed to teaching in real terms with no-added fluff, ensuring you spend less time decoding and more time crafting beautiful arrangements.

This download aims to simplify common marketing terms, empowering you to navigate conversations with confidence and clarity or simply get your head round what the heck that marketing advice you've seen on Instagram is talking about!

Let us demystify it for you...



SEO	Search Engine Optimization: The process of improving a website's visibility on search engines like Google to attract more natural traffic, without paying.
CTA	Call to Action: A prompt or instruction that encourages the audience to take a specific action, such as clicking a button, signing up, or making a purchase.
PPC	Pay Per Click: An online advertising model where advertisers pay a fee each time their ad is clicked, commonly used in search engine advertising like Google Ads.
B2B	Business to Business: Refers to transactions or relationships between two businesses, such as a manufacturer selling products to a retailer.
B2C	Business to Consumer: Refers to transactions or relationships between a business and individual consumers, such as a retail store selling products to customers.
CPC	Cost Per Click: The amount an advertiser pays for each click on their advertisement in pay-per-click advertising campaigns, such as Google Ads.
UX	User Experience: The overall experience a person has when interacting with a product, service, or website, focusing on usability, accessibility, and satisfaction.



CTR	Click-Through Rate: The percentage of people who click on a specific link or call to action out of the total number of individuals who view a page, email, or advertisement.
Lead Generation	The process of attracting and capturing potential customers' interest in a product or service, typically through marketing strategies like content marketing, email campaigns, and social media.
Lead Magnet	A piece of content offered to an audience in exchange for their contact information (usually email address). This might include an ebook or worksheet.
Conversion Rate	The percentage of website visitors who complete a desired action, such as making a purchase, filling out a form, or subscribing to a newsletter, out of the total number of visitors.
A/B Testing	A method of comparing two versions of a webpage, email, or advertisement to determine which one performs better in terms of engagement, conversions, or other key metrics.
Influencer Marketing	This involves collaborating with influential individuals or personalities (influencers) to promote a brand, product, or service to their audience.
Content Marketing	A strategic approach to creating and distributing valuable, relevant, and consistent content to attract and engage a target audience, with the ultimate goal of driving profitable customer action.



Viral Marketing	Viral marketing is when something about a product or business spreads quickly among people, like news about a royal bouquet or a heartwarming story. It often happens online, when people share things with their friends on social media. It's like word-of-mouth but on the internet.
Segmentation	The process of dividing a target market into smaller, more defined groups based on specific characteristics or criteria, allowing marketers to tailor their strategies and messages to better meet the needs and preferences of each segment.
Impressions	The number of times an ad or piece of content is displayed on a screen, whether it's on a website, social media platform, or search engine results page.
Reach	The total number of unique people who see a particular piece of content or advertisement, helping businesses understand how far their message is spreading.
Email Platform	A tool or software used by businesses to create, send, and manage email marketing campaigns, allowing them to reach and engage with their audiences.
Keywords	These are the words or phrases that people type into search engines when looking for something online, helping businesses connect with potential customers who are interested in what they offer.



Email Consent	Permission granted by individuals to receive emails from a business, ensuring that communications are sent only to those who have willingly opted in to receive them, helping to maintain trust and compliance with <u>GDPR regulations</u> .
Customer Journey	The path that a person takes from first becoming aware of a product or service to ultimately making a purchase, and going on to become a loyal customer, including all the touchpoints and interactions along the way.

We'll continue to add to this list, so keep checking back!

Feel free to email us with any bamboozling words you want explaining:
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