Vocabulary

Marketing vocabulary

Fast comprehension method for thinking in English.

- Start by reading while listening to the vocabulary in an explanatory context > first part
- Then, only listen to the vocabulary words to recall their meaning > second part

  You will have them more readily in mind by avoiding the dangerous translation in your head.

FIRST PART

A B Testing .   "We're conducting A B testing on our website to compare the effectiveness of different designs, copy, and calls to action."

Above the Fold .   "We're designing our website and content with above the fold in mind, which refers to the portion of a web page that is visible without scrolling, to ensure that our most important content is immediately visible to visitors."

Acquisition .   "Our marketing team's main focus this quarter is customer acquisition."

Ad Copy .   "We're writing ad copy that is compelling and persuasive, with the goal of encouraging potential customers to take action, such as clicking on an ad or making a purchase."

Ad Impressions .   "We received over 100,000 ad impressions on our Instagram sponsored post."

Ad Retargeting .   "We're using ad retargeting to bring back visitors who abandoned their shopping carts."

Ad Spend .   "We've increased our ad spend this quarter to drive more traffic to our website."

Advertorial .   "We're publishing an advertorial in the local newspaper to promote our new product."

Affiliate Marketing .   "We're partnering with affiliates, such as bloggers or influencers, to promote our products or services and earn a commission for each sale or referral."

AIDA .   "I'm using the AIDA formula to create a persuasive sales page for our new service."

Analytics .   "We're using analytics tools to track and analyze various data points, such as website traffic, user behavior, and conversion rates, to make data.   driven marketing decisions."

Anchor Text .   "I'm optimizing our website's anchor text to improve our search engine rankings."

API .   "We're integrating our CRM system with a third party API to streamline our marketing efforts.

App Store Optimization .   "I'm working on app store optimization to increase downloads of our mobile app."

Attribution .   "We need to improve our attribution modeling to better understand which marketing channels are driving the most revenue."

Augmented Reality .   "We're using augmented reality in our marketing campaign to provide a unique and engaging experience for our customers."

B to B (Business to Business) .   "Our company primarily sells products and services to other businesses, so we focus our marketing efforts on B to B channels and tactics.

B to C (Business to Consumer) .   "Our company primarily sells products and services to individual consumers, so we focus our marketing efforts on B to C channels and tactics."

Backlink .   "I'm building high.   quality backlinks to improve our website's search engine rankings."

Banner Ad .   "We're running banner ads on several websites to increase brand awareness."

Behavioral Targeting .   "We're using behavioral targeting to show ads to customers based on their past behavior and preferences."

Below the Line (BTL) .   "We're using below the line marketing tactics, such as direct mail, email marketing, and personal selling, that target specific individuals or groups rather than a mass audience, to increase relevance and effectiveness."

Black Hat SEO .   "We don't engage in black hat SEO practices because they can lead to penalties from search engines."

Blogging .   "I'm writing blog posts to attract more traffic to our website and establish ourselves as thought leaders in our industry."

Bounce Rate .   "We need to improve our website's bounce rate by providing more relevant content and a better user experience."

Brand Ambassador .   "We're working with brand ambassadors, or individuals who promote and represent our brand to their followers and networks, to increase brand awareness and loyalty and reach new audiences."

Brand Awareness .   "We're building brand awareness, or the level of recognition and familiarity with our brand among our target audience, through consistent branding, messaging, and visibility."

Brand Equity .   "We're building and maintaining our brand equity, or the value that our brand holds in the minds of consumers, by consistently delivering high.   quality products and services and engaging in positive brand.   building activities."

Brand Guidelines . "We're following our brand guidelines, or a set of rules and standards that define our brand identity, personality, voice, tone, and visual elements, to ensure consistency, coherence, and recognition across all our marketing materials and channels."

Brand Identity . "We're working on defining and refining our brand identity, including our logo, messaging, and values, to create a strong and consistent brand image."

Brand Image . "We're promoting a positive brand image, or the overall perception and reputation of our brand, through positive customer experiences and messaging."

Brand Personality . "We're defining and promoting our brand personality, or the set of human characteristics and traits that represent our brand, to create an emotional connection with our target audience."

Branding . "Our marketing team is working on rebranding our company to better reflect our values and mission."

Buyer Persona . "I'm creating a buyer persona to better understand our target audience and their needs."

Call To Action (CTA) . "I'm testing different call To action buttons to see which one generates the most clicks."

Canonical URL . "We need to use canonical URLs to avoid duplicate content and improve our search engine rankings."

Cart Abandonment . "We're using email marketing to target customers who abandoned their shopping carts and bring them back to complete their purchase."

Case Study . "I'm writing a case study to showcase how our product has helped a customer solve a specific problem."

Chatbot . "We're using a chat

Chatbot . "We're using a chatbot on our website to provide instant support to our customers and improve their overall experience."

Churn Rate . "We need to lower our churn rate by improving our product and providing better customer service."

Click Fraud . "We're monitoring and preventing click fraud, or the fraudulent clicking on PPC ads to exhaust the advertiser's budget or boost the publisher's revenue, to ensure that our advertising efforts are effective and cost.   efficient."

Click Through Rate (CTR) . "Our email campaign had a high click through rate, indicating that our message was compelling and relevant to our audience."

Co-creation . "We're engaging in co creation with our customers to develop new products that meet their needs and preferences."

Cold Calling . "I'm making cold calls to potential customers to generate leads and build relationships."

Competitive Analysis . "We're conducting a competitive analysis to understand our competitors' strengths and weaknesses, and to identify opportunities for our business to differentiate itself in the market."

Content Management System (CMS) .   "We're using a CMS, such as WordPress or Squarespace, to create and manage our website content and make updates easily and efficiently."

Content Marketing .   "Our content marketing strategy is focused on providing valuable and educational content to attract and retain customers."

Conversion Rate .   "We're tracking our conversion rate, or the percentage of people who take a desired action, such as making a purchase or filling out a form, to measure the effectiveness of our marketing campaigns."

Cost per Acquisition (CPA) .   "We're calculating our CPA, or the cost to acquire a new customer, to measure the effectiveness and profitability of our marketing campaigns."

Cost per Click (CPC) .   "We're calculating our CPC, or the cost per click on a PPC ad, to measure the effectiveness and profitability of our advertising campaigns."

Customer Acquisition Cost (CAC) .   "We're calculating and optimizing our customer acquisition cost, or the cost to acquire a new customer, by analyzing and reducing our marketing expenses and improving our conversion rate and customer lifetime value."

Customer Advocacy .   "We're leveraging our customer advocates to promote our brand and attract new customers."

Customer Journey .   "We're mapping out the customer journey, from initial awareness to post.   purchase, to better understand and improve our customers' experience with our brand."

Customer Lifetime Value (CLV) .   "We need to increase our customer lifetime value by providing excellent customer service and offering relevant and personalized products."

Customer Relationship Management (CRM) .   "We're using a CRM system to manage our customer data and interactions, and to improve our customer engagement and retention."

Demographics .   "I'm analyzing our customer demographics to better understand their age, gender, income, and other characteristics."

Digital Marketing .   "We're using digital marketing, or marketing that uses digital channels and technologies such as search engines, social media, email, and mobile apps, to reach and engage our audience and achieve our marketing goals."

Direct Mail .   "We're sending direct mail to targeted customers to promote our new product launch."

Direct Response .   "We're using direct response marketing, which includes specific calls. to.   action and measurable responses, to encourage immediate action and increase conversions."

Direct Response Marketing .   "We're using direct response marketing, or marketing tactics that require an immediate and measurable response from the target audience, such as a purchase or a sign.   up, to generate leads and sales."

Display Advertising .   "We're using display advertising to reach a wider audience and increase brand awareness."

Domain Authority . "We're monitoring and improving our domain authority, which is a metric that predicts how well a website will rank on search engine results pages, by creating high. quality content and earning backlinks from reputable sources."

Earned Media . "We're generating earned media, or free publicity and exposure through media coverage, reviews, and social sharing, by creating and sharing high. quality and relevant content and engaging with our audience."

E-commerce . "Our business is focused on e-commerce, selling products online through our website and other channels."

Email Marketing . "We're using email marketing to communicate with our audience and nurture leads through various stages of the sales funnel."

Engagement . "We need to improve our engagement with our audience by creating more interactive and engaging content."

Engagement Rate . "We're measuring and optimizing our engagement rate, or the percentage of people who interact with our marketing content or social media posts, by analyzing and improving our content quality, timing, and targeting."

Event Marketing . "We're using event marketing, or promoting and sponsoring events that align with our brand and target audience, to increase brand exposure, reputation, and engagement."

Evergreen Content . "I'm creating evergreen content that will remain relevant and valuable to our audience over time."

Exit Intent . "We're using exit intent pop. ups to offer special promotions and incentives to customers who are about to leave our website."

eXperience (UX) . "We're designing and delivering exceptional user experiences, or how our customers feel when they interact with our brand, products, and services, by considering their needs, preferences, and emotions at every touchpoint."

eXperience (UX) Design . "We're implementing UX design principles and practices, which focus on creating a seamless and intuitive user experience across all digital touchpoints, to increase engagement, satisfaction, and loyalty."

eXperiential Marketing . "We're implementing experiential marketing, or creating immersive and interactive brand experiences that engage and delight our audience, to increase brand loyalty, advocacy, and engagement."

Flywheel Marketing . "We're implementing flywheel marketing, or a customer. centric and data. driven approach that focuses on attracting, engaging, and delighting customers to generate organic growth and loyalty."

Freemium . "We're offering a freemium model, which provides basic features or services for free and charges for premium or advanced features, to attract and retain customers and generate revenue."

Frequency Capping . "We're using frequency capping tactics in our advertising campaigns, which limit the number of times a single user sees the same ad, to avoid overwhelming or annoying our target audience with repetitive messaging."

Funnel . "I'm mapping out our sales funnel to identify opportunities to improve our conversion rate and customer experience."

Geotargeting .   "We're using geotargeting to show ads to customers in specific locations based on their IP address or GPS location."

Google AdWords .   "We're using Google AdWords to bid on targeted keywords and drive traffic to our website."

Growth Hacking .   "We're using growth hacking tactics, or innovative and unconventional marketing strategies that aim to achieve rapid and scalable growth, to optimize our marketing outcomes and generate new opportunities."

Hashtag .   "I'm using hashtags to increase the reach and visibility of our social media posts."

Heatmap .   "We're using heatmaps, which visually represent how users interact with our website, to identify and improve areas of our website that are causing confusion or frustration for visitors."

Hispanic Marketing .   "We're developing and implementing Hispanic marketing strategies, which consider the unique cultural, linguistic, and behavioral characteristics of Hispanic consumers, to effectively reach and engage this growing demographic."

Hyperlocal Marketing .   "We're using hyperlocal marketing, or targeting and engaging customers in specific local areas or neighborhoods, using geolocation technologies, local events, and community partnerships, to increase relevance, loyalty, and advocacy."

Hypertargeting .   "We're using hypertargeting, or targeting our marketing messages and tactics to highly specific and narrow segments based on multiple criteria, such as behavior, interests, and demographics, to increase relevance and effectiveness."

Inbound Marketing .   "Our inbound marketing strategy is focused on attracting leads and customers through valuable and informative content."

Influencer Marketing .   "We're partnering with influencers, or individuals who have a large and engaged following on social media and other channels, to promote and endorse our products or services and increase credibility and visibility."

Infographic .   "I'm creating an infographic to present complex information in a visually appealing and easy.   to.   understand way."

Joint Marketing .   "We're collaborating with other businesses to implement joint marketing, or shared marketing initiatives that leverage each other's resources, audiences, and expertise, to increase reach, relevance, and effectiveness."

Joint Venture (JV) .   "We're forming joint ventures with other companies or organizations to leverage each other's resources and expertise to achieve mutual business goals, such as expanding market reach or launching new products."

Key Performance Indicator (KPI) .   "We're setting and monitoring our key performance indicators, or specific metrics that measure the success of our marketing and business goals, to ensure that we are on track to achieving them."

Keyword .   "We're researching and targeting relevant keywords, or the words and phrases that people use to search for information online, to optimize our website and content for search engines."

KPI Dashboard .   "We're using a KPI dashboard, or a visual and real.   time display of our key performance indicators, to monitor and track our marketing performance and make data. driven decisions."

Landing Page .   "We're creating and optimizing landing pages, or web pages designed to convert visitors into leads or customers by presenting a specific offer or message and a clear call.   to.   action, to increase conversions and engagement."

Lead Generation .   "I'm using various lead generation techniques, such as content marketing and email campaigns, to attract potential customers."

Lead Nurturing .   "We're using lead nurturing tactics, such as targeted email campaigns and personalized content, to nurture leads through the sales funnel and increase the likelihood of conversion."

Lifetime Value (LTV) .   "We're calculating our customer lifetime value, or the estimated revenue that a customer will generate over their lifetime with our company, to inform our marketing and sales strategies."

Local Search .   "We're optimizing our website and other digital channels for local search, or the process of optimizing online presence for searches with local intent, such as 'near me' searches, to increase visibility, traffic, and conversions from local customers."

Long Tail Keyword .   "We're using long tail keywords, or specific and less competitive keyword phrases, in our search engine optimization and pay.   per.   click advertising efforts, to increase visibility and attract more targeted and qualified traffic."

Lookalike Audience .   "We're using lookalike audience targeting in our advertising campaigns, which identifies and targets users who share similar characteristics and behavior with our existing customers, to reach a larger and more relevant audience."

Market Research .   "We're conducting market research to better understand our target audience and identify new opportunities."

Marketing Automation .   "We're using marketing automation software to streamline and automate our marketing tasks, such as email campaigns and lead nurturing."

Marketing Budget .   "We're allocating our marketing budget to various marketing channels and tactics based on our business goals, target audience, and expected ROI."

Marketing Mix .   "We're analyzing our marketing mix, including product, price, promotion, and place, to ensure that we're effectively reaching our target audience."

Marketing Strategy .   "We're developing a comprehensive marketing strategy to achieve our business goals, such as increasing sales or brand awareness."

Metrics .   "We're tracking various metrics, such as website traffic and conversion rates, to measure the effectiveness of our marketing campaigns."

Micro Moments .   "We're optimizing our marketing efforts for micro moments, which are the small and spontaneous moments when people turn to their devices to seek information, make decisions, or take actions, by providing relevant and helpful content in those moments."

Mobile Marketing .   "We're optimizing our marketing strategies and tactics for mobile devices, such as creating mobile.   friendly websites and mobile apps, to reach and engage the growing number of consumers who use mobile devices for online activities."

Mobile Optimization .   "We're optimizing our website and content for mobile devices, such as smartphones and tablets, to improve user experience and reach a wider audience."

Native Advertising .   "We're using native advertising to promote our products in a way that blends in with the surrounding content and feels less intrusive."

Net Promoter Score (NPS) .   "We're measuring our Net Promoter Score, or the likelihood that a customer will recommend our brand to others, to gauge customer loyalty and satisfaction."

Niche .   "Our business is focused on serving a specific niche market, such as luxury fashion or eco.   friendly products."

Niche Marketing .   "We're focusing on niche marketing, or targeting a specific and narrow market segment with unique needs and preferences, to differentiate ourselves from competitors and establish a loyal customer base."

Omnichannel .   "We're providing an omnichannel experience for our customers, allowing them to interact with us through various channels, such as email, social media, and phone."

Organic Reach .   "We're focusing on improving our organic reach through SEO and content marketing to attract more traffic and leads to our website."

Organic Traffic .   "We're focusing on increasing our organic traffic, or the traffic that comes from search engines or other unpaid sources, through SEO and content marketing strategies."

Out of Home (OOH) Advertising .   "We're using out of home advertising, or advertising that targets consumers outside their homes through billboards, posters, transit ads, and other public spaces, to increase brand exposure, reach, and recall."

Outbound Marketing .   "We're using outbound marketing tactics, such as traditional advertising and cold calling, to proactively reach

Paid Search .   "We're using paid search advertising, such as Google Ads, to reach our target audience and drive more traffic to our website."

Pay per Click (PPC) .   "We're running pay per click advertising campaigns, which allow us to display targeted ads to users who search for specific keywords on search engines or visit certain websites, and pay only when they click on our ads."

Persona .   "We're creating and using personas, or fictional and semi.   fictional characters that represent our ideal customers and their needs, motivations, behaviors, and preferences, to create more relevant and effective marketing messages and tactics."

Personal Branding .   "I'm building and promoting my personal brand, or the unique and authentic image and reputation that represents me as a professional, to establish credibility, attract new opportunities, and achieve my career goals."

Positioning .   "We're using positioning tactics, such as unique value propositions and brand messaging, to differentiate ourselves in the market and create a strong brand identity."

PR (Public Relations) .   "We're working with a PR agency to improve our brand reputation and reach a wider audience through media coverage."

Qualified Lead .   "We're defining and identifying qualified leads, or potential customers who have shown a high level of interest in our products or services and are more likely to convert into paying customers, to prioritize and personalize our sales and marketing efforts."

Quality Score .   "We're monitoring our Quality Score, or the relevance and quality of our keywords and landing pages in relation to our PPC ads, to improve the effectiveness and cost.   efficiency of our advertising campaigns."

Quantitative Research .   "We're conducting quantitative research, or research that uses statistical and numerical data to measure and analyze trends and patterns, to gather objective insights and inform our marketing decisions."

Quora Marketing .   "We're using Quora marketing, or promoting and answering questions on Quora, a popular question.   and.   answer platform, to increase visibility, thought leadership, and traffic to our website and other digital channels."

Reach .   "We're working to increase our reach, or the number of people who see our content or ads, through targeted and personalized marketing efforts."

Referral Marketing .   "We're implementing referral marketing strategies, which encourage our existing customers to refer their friends and family to our products or services, to leverage the power of word.   of.   mouth

Retargeting .   "We're using retargeting ads to show personalized ads to customers who have already interacted with our website or products."

Return on Investment (ROI) .   "We're calculating our ROI to measure the effectiveness of our marketing campaigns and ensure that we're getting a positive return on our investment."

Sales Funnel .   "We're mapping out our sales funnel, or the series of steps that a potential customer goes through before making a purchase, to optimize our marketing and sales strategies for each stage of the funnel."

Search Engine Marketing (SEM) .   "We're using search engine marketing, or advertising on search engines such as Google or Bing, to increase visibility and traffic to our website and other digital channels."

Search Engine Optimization (SEO) .   "We're implementing search engine optimization strategies, such as optimizing website content and structure and earning backlinks from reputable sources, to improve our visibility and ranking on search engine results pages."

Search Engine Results Page (SERP) .   "We're working to improve our SERP ranking, or the position of our website or content on search engine results pages, through SEO and content marketing strategies."

Segmentation .   "We're segmenting our target audience into smaller, more defined groups based on shared characteristics, such as demographics or behavior, to create more personalized marketing campaigns."

Share of Voice (SOV) .   "We're measuring our share of voice, or the percentage of conversations or mentions about our brand compared to competitors, to evaluate our brand awareness and reputation in the market."

Social Media Advertising .   "We're using social media advertising, or paid promotion on social media platforms such as Facebook or Instagram, to reach and target specific audiences and achieve our marketing goals."

Social Media Marketing .   "We're using social media platforms, such as Facebook and Instagram, to reach and engage with our target audience through targeted and personalized content and ads."

Target Audience .   "We're defining and targeting our ideal target audience, or a specific group of people who are most likely to be interested in our brand, products, or services, based on demographic, psychographic, and behavioral factors, to increase relevance, engagement, and conversions."

Target Market .   "We're identifying and targeting our ideal target market, or the group of people who are most likely to purchase our products or services, to maximize the effectiveness of our marketing efforts."

Thought Leadership .   "We're establishing ourselves as thought leaders in our industry by creating and sharing insightful and informative content."

Unique Selling Proposition (USP) .   "Our USP is our focus on sustainable and eco.   friendly products, which sets us apart from our competitors."

Unique Visitor .   "We're tracking our unique visitor count, or the number of individual people who have visited our website, to evaluate the effectiveness of our marketing and content strategies."

User Experience (UX) .   "We're prioritizing and improving user experience, or how easy and enjoyable it is for users to interact with our website and products, by optimizing website design and navigation, providing helpful content and features, and addressing user feedback and concerns."

User generated Content (UGC) .   "We're leveraging user generated content, or content created and shared by our customers or audience, such as reviews, testimonials, and social media posts, to increase authenticity, credibility, and engagement."

Video Marketing .   "We're using video marketing, or creating and sharing videos that showcase our products, services, and brand, to increase engagement, retention, and conversion."

Viral Marketing .   "We're creating and promoting viral marketing content, or content that spreads rapidly and organically through social media and other online channels, to increase brand awareness and engagement and reach a wider audience."

Web Analytics .   "We're using web analytics tools, such as Google Analytics, to track and analyze our website and online marketing performance, such as traffic, conversions, and engagement, to optimize our tactics and improve our outcomes."

Webinar .   "We're hosting webinars, or online events that provide educational or informative content to our audience, to increase brand awareness, authority, and lead generation."

White Hat SEO .   "We're using white hat SEO tactics, or ethical and best practice techniques for optimizing our website and content for search engines, to improve our SERP ranking and drive organic

White Paper .   "We're creating a white paper to provide in.   depth information and insights on a specific topic to our audience."

Word of Mouth .   "We're relying on positive word of mouth from our satisfied customers to attract new customers and build our brand reputation."

XML Sitemap .   "We're creating and submitting an XML sitemap to search engines, which is a file that lists all the pages on our website, to ensure that they are all crawled and indexed by search engines."

Xperience Marketing .   "We're using Xperience marketing, or creating and delivering memorable and shareable experiences that engage and delight our target audience, to increase brand loyalty, advocacy, and word.   of.   mouth marketing."

Yield Management .   "We're using yield management techniques, such as dynamic pricing and inventory management, to optimize revenue and profit by adjusting prices based on demand and availability."

YouTube Advertising .   "We're using YouTube advertising, or promoting our products or services through video ads on YouTube, to reach and engage our audience and increase visibility and conversions."

SECOND PART

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Content Marketing .

Conversion Rate .

Cost per Acquisition (C P A) .

Cost per Click (C P C) .

Customer Acquisition Cost (C A C) .

Customer Advocacy .

Customer Journey .

Customer Lifetime Value (C L V) .

Customer Relationship Management (C R M) .

Demographics .

Digital Marketing .

Direct Mail .

Direct Response .

Direct Response Marketing .

Display Advertising .

Domain Authority .

Earned Media .

E-commerce .

Email Marketing .

Engagement .

Engagement Rate .

Event Marketing .

Evergreen Content .

Exit Intent .

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eXperience (U X) Design .

eXperiential Marketing .

Flywheel Marketing .

Freemium .

Frequency Capping .

Funnel .

Geotargeting .

Google AdWords .

Growth Hacking .

Hashtag .

Heatmap .

Hispanic Marketing .

Hyperlocal Marketing .

Hypertargeting .

Inbound Marketing .

Influencer Marketing .

Infographic .

Joint Marketing .

Joint Venture (J V) .

Key Performance Indicator (K P I) .

Keyword .

K P I Dashboard .

Landing Page .

Lead Generation .

Lead Nurturing .

Lifetime Value (L T V) .

Local Search .

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Lookalike Audience.

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Webinar.

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White Paper.

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X M L Sitemap.

Xperience Marketing.

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