

The A-Z of digital marketing

By [Rhian Harris](#)

The A-Z of digital marketing. Whether it is a new area, research project, or you are just trying to understand some jargon, this digital marketing glossary will help you!

A - Analytics - The foundation of any planning and reporting. Without understanding consumers behaviour, how can you plan your objectives? You might be surprised what you uncover! There is a range of [paid for analytics platforms](#) available but use [Google Analytics](#) for sites with smaller budgets.

B - Budget - You have to speculate to accumulate, right? Measuring return on investment by channel against budget is a key part of digital marketing management. Remember, it's (gain from investment - cost of investment) divided by cost of investment.

C - Call-to-Action (CTA) - A button or text that tells the user how to take action. Typically, this is 'Click here to...', 'Visit our site', 'Get a free... now', or 'Buy it now' type messages. Colours, shapes, placement and messaging should all be tested to understand the potential impact for optimisation.

D - Display - Usually referred to as 'banner advertising' display can be bought on CPM, CPA or CPC models and used as simple broadcast, behavioural or retargeting marketing. Read a 2-minute [guide to display advertising](#).

E - Email marketing - Not spam! Can take different forms - promotional, newsletters, editorial, abandoned basket emails, welcome programme, feedback / survey emails etc. Make sure you are always exercising correct permissions. Check out [The IDM](#) for more info.

F - Focus (strategy and planning) - From long-term strategy by way of channel development roadmaps and growth plans, to short-term / tactical plans, a focus on your commercial objectives is essential. Smart Insights has a range of best practice strategy guides that are worth their weight in gold!

G - Goals (and conversions) - What is success for your business? Whether it's straight forward sales or leads, sign-ups, downloads, completed forms, submitted surveys, or forwards to friends, you need to define the events, goals and conversions that help you to meet your objectives. Once established, you need a clear strategy for [conversion optimisation](#).

H - HTML (HyperText Markup Language) - The main coding language for displaying elements of a web page, adverts, email and other information that can be displayed in a web browser.

I - Intelligence (eCRM) - Getting to grips with your customer data will allow you create an informed and integrated eCRM strategy. Know the touch points that your customers have responded to, what, where and when they buy it, will help you to determine your propensity to cross-and up-sell and create personalised, targeted messages.

J - Jargon - The digital marketing industry is more than guilty of this. It's all KPIs, CTRs, CPCs and much more. Get your head around the main ones with my [jargon buster guide](#).

K - KPIs (and benchmarks) - Knowing how you assess success and performance will allow you to score your activities against your competitor set and industry to inform your planning and analysis phases. Keeping an eye on your position against your rivals will help you to understand opportunities for differentiation.

L - Learnings and case studies - Why re-invent the wheel when others can do it for you? Learn from competitors, other industries and even colleagues to understand potential pitfalls experienced by others (rather than feel them yourself!).

M - Material (content) - Content is king, content is opinion, but most of all, content is interest and SEO. Well planned, good quality content can form and influence relationships to encourage sharing and link building. Take a look at [how to plan great content](#).

N - Networking - Social networking is a hot topic for most brands and there's so much written about it that I won't even begin to add it here! Think Facebook, Twitter, Google+, Instagram, YouTube, Pinterest as a starting point, but there is an abundance of other networks to investigate. Look them up on sites such as [Mashable](#) that has a great social feed.

O - Opportunities (partnerships and affiliates) - Partnering with businesses that have already built their database, are launching a new product or campaign, or are simply looking to make commission from a sale is a good way to gain co-promotion on a small budget. Example.

P - Platform - With growing demand for sites that function correctly across desktops, mobiles and tablets, delivering a platform that is device agnostic is essential in today's digital sphere. Read this article from Mashable as to why [responsive web design is not longer an option](#).

Q - Qualified traffic - Knowing the benefit of investing time, effort and money into opportunities that drive the right kind of traffic to your site or campaign is the key to success. It's about volume versus reaching a relevant audience. Use [analytics](#) to understand what your visitors do after arrival to determine if the right ROI is being delivered against your objectives.

R - Reporting - The key to knowing what worked and how to make it better starts with data. Make sure you get to grips with the insight available - build an ecommerce

dashboard, set up automated reports delivered straight to your inbox, or at the very least, report after each campaign.

S - Search (SEO and PPC) - Whether we are talking about Google, Bing, Yahoo! or any other search engine, making sure your site is visible through paid or natural search will be key to your traffic-driving strategy. What is your [search engine marketing \(SEM\) strategy](#)?

T - Tagging - Make sure all campaign activity and your website is tagged correctly so that you can understand the results. Use [Google's URL builder](#) to create UTM tags, and integrate any other software where possible.

U - Understanding and training - Whether it is technical know-how or how to create an online marketing strategy, read articles and blogs, attend industry events or [talk to the professionals](#). Knowledge is power, after all!

V - Video - It is estimated that by 2017, [video will account for 69% of all consumer internet traffic](#). So what, you ask? Well, when it comes to potential reach, video is unlike other media. YouTube alone sees in excess of 1bn unique visitors every month with 30% of Britons watching at least one online video a week. It's time to invest.

W - What's next? - New technologies, networks and trends are popping up every day within digital, and they are changing the landscape each time. Try to keep on top of what is new and fresh, and if you think it's appropriate for your brand, early adoption could help you to beat your competition.

X - XML (Extensible Markup Language) - A markup language that organises a set of rules to encode documents in such a format that means any kind of data can be listed. It is often used to import data into a system or application, defining each field in a uniform and readable format.

Y - Yesterday - When it comes to marketing in the modern age, it's all about digital. For some industries or products, traditional marketing (direct mail, press, outdoor etc.) may still have it's place, but really only as part of a fully integrated marketing strategy. One where digital is at its heart. Making sure URLs, social networks, hashtags and video for a start will ensure campaigns are maximised to account for today's online behaviour.

Z - Zzzzzz - Ok, so this one is tenuous, but still relevant... Today is a consumer society and we all get bored if things are not immediate. There is so much choice, that in fact, nowadays we don't need to wait, and the emerging 'millennial' generation are even more impatient. The challenge in [marketing to millennials](#) is in making sure site speeds are fast, downloads complete quickly, sign up and pricing is immediate, it is creative and collaborative, and moreover, they can get our hands on 'stuff' faster.

For more advice on anything digital, [give Rhian a call](#).