

MARKETING GLOSSARY

COPY: The text you see in ads and on websites

LANDING PAGE: The specific page on your website that people view once they've clicked on your ad

A/B TESTING: Also known as "split testing," this is a strategy that informs us as to the most effective ad creative. A successful split test has one control ad that remains the same, and another ad that displays one minor change at a time. Ex: Same ad copy and landing page, but different images.

TRACKING PIXEL: This is a code unique to your account (ex: Facebook or Google) that we install on your website that tracks page views and user behavior on your website. This feeds into an analytics dashboard that affords us the data needed to develop effective advertising strategies and accurately report ad performance and ROI.

RETARGETING: Once a person visits your website, the pixel tags them and that person is then added to a separate audience bucket consisting of those who've previously visited your website and shown interest in what you offer. These are the ads that seem to "follow" you across different websites and social media channels once you've viewed a product or service. Once the pixel tags you into that separate audience bucket, we can retarget you with an ad that's specific to what you viewed—moving you further along the customer journey with the end goal of getting you to make a purchase. In general, people have to interact with your content 3-7 times before they convert, which is why retargeting is such an effective strategy when it comes to cultivating that relationship with potential customers.

ORGANIC: This is non-targeted digital content that does not have any hard costs behind it. For example, organic Google search results are the links that show below paid ads after you conduct a Google search, and organic social media posts are the ones that show on your account to your followers.

AUDIENCE: An organic audience is one you aren't paying to reach—they find you organically. Most of the time they are either already part of your following or they're reached through hashtags. A paid audience is one you reach through ads. Two additional audience types are warm vs cold. A warm audience consists of people who are already aware of your business and have indicated interest through actions such as visiting your website, calling you or subscribing to your mailing list. A cold audience consists of those who do not know you and have not taken any action to indicate interest.

TARGETING: Targeting is how we specify the audience that needs to see your ads so your budget is maximized and not wasted on people who aren't candidates for what you're offering. Different channels offer different targeting options. For example, on Facebook, we have the option to target people based on location (or geo-targeting), age, interest, income level, job title, etc. Targeting options with Google Ads is not as granular since it doesn't host profiles that provide this information like Facebook does. However, this does not mean that Google is a less effective ad channel given the context of its use. People are on Facebook to scroll and interact with other people, not necessarily to shop. This makes Facebook an effective awareness and web traffic outlet whereas people get on Google to actively search for services and products to purchase.

HARD COST: The amount you pay directly to a provider for your ads to show (ex: Facebook, Google, a print publication, etc.).

KEYWORD BIDDING: This is the foundation behind an effective Google Ads campaign and a key factor in figuring your hard cost. We conduct research and work with you to develop a list of keywords and phrases that the ideal potential customer would use to conduct a Google search to find what you're offering. A bidding strategy is then developed based on a number of factors, including how general your keywords are (gym memberships vs gym membershipsvail valley) and what your competitors are bidding for those same keywords. This is how we figure your hard cost. Once your keyword list, ad copy and daily budget are uploaded, Google delivers your ads via the Standard Delivery method. This means that you don't run out of budget at any specific time of day. Instead, Google stretches your budget over 24 hours. If you're spending \$20/day while your competitor spends \$40/day on the same keywords, your ads will not show as many times simply because you have less of a budget for Google to spend during that 24-hour period.

SEO: This is the acronym for Search Engine Optimization, which covers a spectrum of work done to your website that helps Google "crawl" through your website's content and boost its appearance in organic Google search results.

ENGAGEMENTS: A metric that describes the number of times a person interacted with your content, whether it's a like, share, click or comment.

GOOGLE SEARCH ADS: These are the text-only ads that show up at the very top and very bottom of the list of organic search results when you conduct a Google search. Google puts the word "Ad" next to these to indicate that they're separate from the organic search results and they can include "call-outs" below the ad copy, such as 3-4 landing page titles with direct hyperlinks or your company's phone number.

GOOGLE DISPLAY ADS: These are the ads that show up across the Google Display Network (a collection of over 200 million websites and apps) and incorporate both visuals and copy. A display ad is what shows as a banner at the top or often on the right or left side of websites, and in the middle of an article you're reading on major websites such as USAtoday.com.