

“Email Marketing Terminology”

Autoresponder - A feature offered by certain email service providers that lets you set up emails to go out automatically, based upon an action the prospect or you take.

Broadcast Email - An email sent out manually to your entire list or a specific list segment.

Call To Action - Either a line of text or button that tells your prospect what action to take next. This is the purpose of each piece of your marketing.

Campaign - A collection of emails that are related to one another and share a common goal.

Click Through Rate - A measurement of the number of people who clicked on a link or button. This is usually a percentage of the number of clicks versus the number of individuals who saw the message.

Content - Articles, blog posts, videos, podcasts, etc. that are designed to provide value to prospects and clients.

Conversions - Whenever a prospect does what you want them to do. This could be open an email, click a link, subscribe or make a purchase.

Copy - A term used by marketers used to describe written words.

Curiosity (Open) Loops - Just like the cliff hangers of a show, movie, news broadcast or book, this is a hanging edge or an unfinished thought that makes the prospect want to keep reading, keep watching or keep paying attention to you to see what you're going to do next.

Drip Campaign - This is an automated email campaign, used to move prospects through a journey. It periodically “drips” emails to subscribers on a schedule you can determine

Evergreen - Content that will continue to be valuable today, a week from now, and 5 years from now. Think “How To” vs “Breaking News.”

The Fold - The area at the top of any page or email, before someone has to scroll down. This is considered prime marketing real estate as it gets noticed first.



Email Marketing Quickstart Kit

Hard Sell - Aggressive and blatant promotional sales emails, calls or web pages. Your goal is to make the prospect get off the fence and make a decision one way or another.

Lead Magnet - A free ebook, guide, whitepaper, video course etc.; Anything you offer a prospect that attracts the prospect enough that they are willing to give you their contact details so that you can add them to your marketing list.

List Segment - A focused group of email subscribers. Smart entrepreneurs create different list segments out of their total email subscribers to better target messaging.

Objection - This is any and all reasons why a prospect might not want to act on your offer or buy your service/product. This is what all marketers are trying to overcome in securing the sale.

Offer - Your product, service or free giveaway.

Open Rate - The percentage of people who opened an email out of everyone who received the email.

Prospect - Someone who could potentially benefit from your product or service.

Sales funnel - The different stages of the sale from from when a lead first hears about your business, to connecting with you, all the way to buying from you and beyond.

Sales page - A page online that explains your product or service in great detail and gives readers the ability to make a purchase electronically.

Social proof - Marketing research proves that prospects are attracted to the real results, testimonials and recommendations of others like them. Social proof is when you use those customer stories, case studies or recommendations in your marketing to persuade the prospect to take a specific action.

Soft Sell - A more elegant sale. Less pressure and more value-focused so the customer WANTS to buy.

Subscribers - People that have signed up to your email list and receive your messages.

Urgency - The reason why a prospect needs to take action now rather than later.

