

The Ultimate

# INBOUND MARKETING GLOSSARY



250 Inbound  
Marketing Terms  
& Definitions

A publication of

HubSpot



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### INTRODUCTORY *←..... This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



### INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



### ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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## THE ULTIMATE INBOUND MARKETING GLOSSARY

By Magdalena Georgieva

Maggie Georgieva is an inbound marketing manager at HubSpot responsible for creating new offers, including ebooks and webinars. She has previously helped with HubSpot's email marketing program and the company's landing page creation and optimization. Maggie is a prolific marketing blogger and has also written for publications like BostInnovation.com and *The St. Petersburg Times*.



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“ *Don't let terminology prevent you from achieving success with inbound marketing.* ”

If you are even mildly familiar with inbound marketing, you must have encountered a slew of terms that explain different strategies, best practices, assets and metrics. You've probably heard about using a hashtag on Twitter, the importance of attracting inbound links to your website or ways to set up drip marketing campaigns. What does it all mean? Does your head hurt from all this cryptic lingo?

Fear not! We have built the ultimate inbound marketing glossary, which covers the fundamental inbound marketing terminology you need to be aware of. This ebook is separated into categories which introduce terms related to specific inbound marketing aspects: lead generation, landing pages, email marketing, blogging and SEO, marketing automation, social media and mobile marketing.

So if there is a word you have been trying to decipher, the chances are we have it in here. Don't let terminology prevent you from achieving success with inbound marketing: review all the definitions you will ever need to be a marketing rockstar.

## CHAPTER 1

# 7 KEY LEAD GENERATION TERMS



**TERM 1**  
**LEAD**

**DEFINITION**

A person that transforms from an anonymous website visitor into a known contact part of your business sales cycle. This process occurs as the visitor provides his or her contact information in exchange for valuable content.

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**TERM 2**  
**LEAD GENERATION**

**DEFINITION**

Lead generation is the process of attracting new leads. It is a marketing tactic that drives a person to demonstrate interest in a product or service. Online this traditionally happens by providing valuable content in exchange for contact information from a website visitor.



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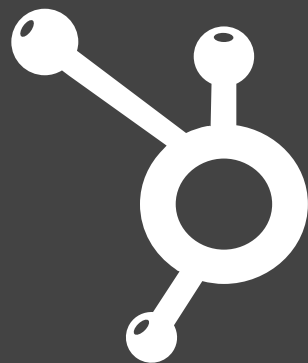


**TERM 3**

**LANDING PAGE**

**DEFINITION**

A website page containing a form that is used for lead generation. This page revolves around a marketing offer, such as an ebook or a webinar, and serves to capture visitor information in exchange for the valuable offer.



**HUBSPOT SOFTWARE MAKES LANDING PAGES EASY**

HubSpot software enables even non-technical marketers to easily create targeted landing pages and forms that convert website visitors into leads. HubSpot's analytics then help you to determine your most effective landing pages and campaigns, making you a smarter marketer.

[SEE HOW IT WORKS.](#)

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**TERM 4**

**CONVERSION RATE**

**DEFINITION**

The number of people who complete a form on a landing page divided by the total number of people who visited the page.

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**TERM 5**  
**OFFER**

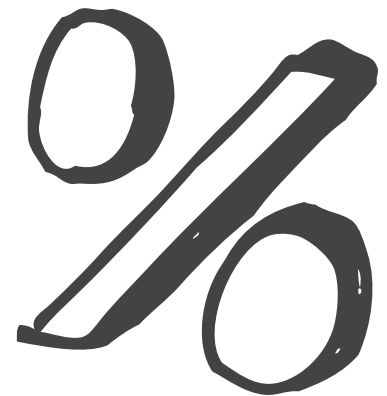
**DEFINITION**

The content that is provided once a lead has filled out a landing page form. Example of offers include ebooks, whitepapers, webinars and kits.

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**TERM 6**  
**LEAD-TO-CUSTOMER RATE**



**DEFINITION**

This is a percentage calculated by dividing the total number of customers for a given marketing channel by the total number of leads generated in that same period of time.

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**TERM 7**  
**CALL-TO-ACTION**

**DEFINITION**

A call to action is a text link, button, image, or some type of web link that encourages a website visitor to visit a landing page and become of lead. Some examples of CTAs are “Subscribe Now” or “Download the Whitepaper Today.”

CHAPTER 2

**28 LANDING  
PAGE TERMS**

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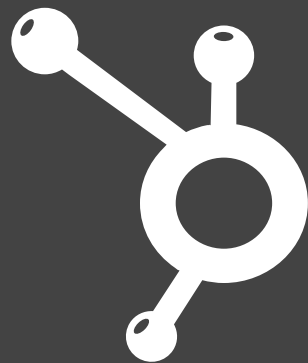




**TERM 1**  
**A/B TESTING**

**DEFINITION**

Testing two different versions of the same landing page to evaluate which one performs better.



**HOW HUBSPOT SOFTWARE DOES A/B TESTING**

A/B testing helps you know what actually drives conversions on your website and lends authority to your decisions. HubSpot's A/B testing software enables you to test multiple parts of your pages with just a few clicks and alerts you when the test reaches statistical significance.

[SEE HOW IT WORKS.](#)

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**TERM 2**  
**AUTHORITY ENDORSEMENT**

**DEFINITION**

Visual proof that an authority is recognizing the value of your offer. This is a way to establish credibility.

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### TERM 3 ANXIETY ELEMENTS

#### DEFINITION

The elements on a landing page creating anxiety for your visitors and reducing their inclination to take action. One instance of such an element is the absence or “Privacy Policy” link next to email field.

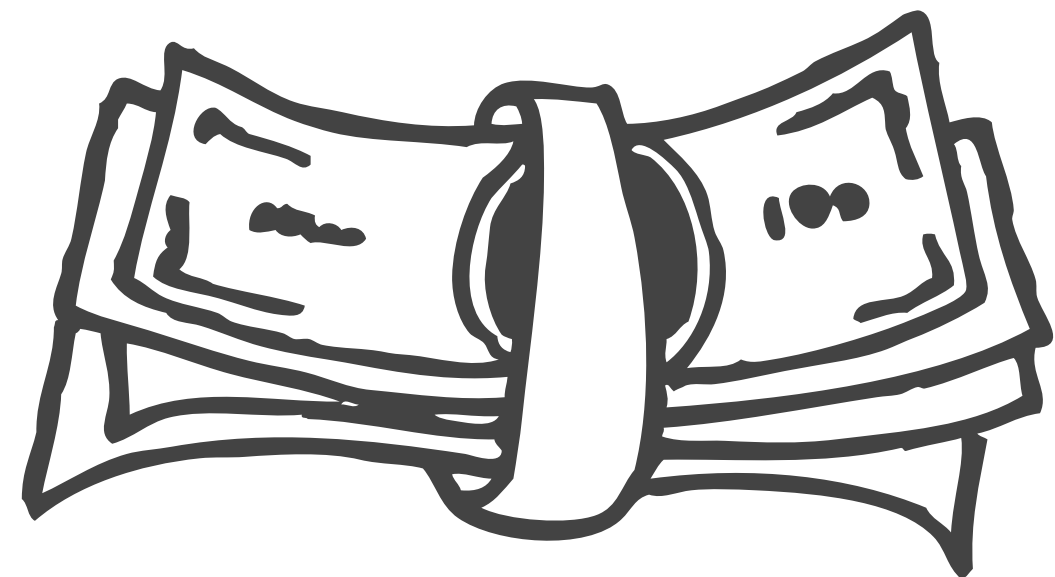
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### TERM 4 BENEFIT REINFORCEMENT

#### DEFINITION

Similar to value proposition, it is a reinforcement of why the visitor wants to fill out the form.



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**TERM 5**  
**BOUNCE RATE OR EXIT RATE**

**DEFINITION**

Bounce rate is the rate at which a visitor clicks away from your page without converting.

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**TERM 6**  
**CONTROL PAGE**

**DEFINITION**

When you are looking to optimize a webpage through an A/B test, the original page you want to improve is called a control page.

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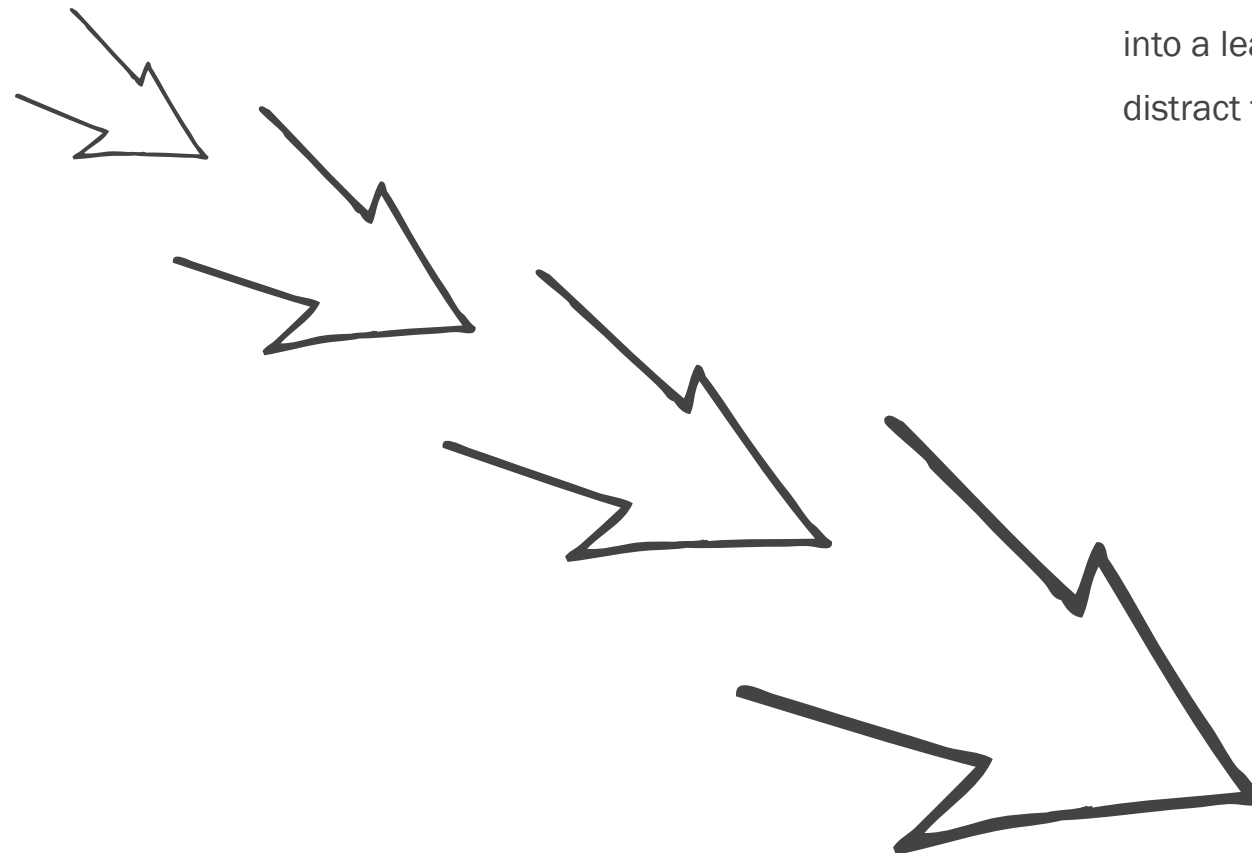




## TERM 7 CUMULATIVE OPTIMIZATION GAIN

### DEFINITION

Optimizing a page with a series of tests and gaining higher conversion at the end.



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## TERM 8 FRICTION

### DEFINITION

The page elements preventing the visitor from converting into a lead. For instance, too many calls to action which distract the visitor's attention.

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## TERM 9 FUNNEL

### DEFINITION

The process logic as a visitor gets to your page and completes the “transaction.” Think of a visitor as someone at the top of your sales and marketing funnel. How do you push them to the bottom of the funnel?

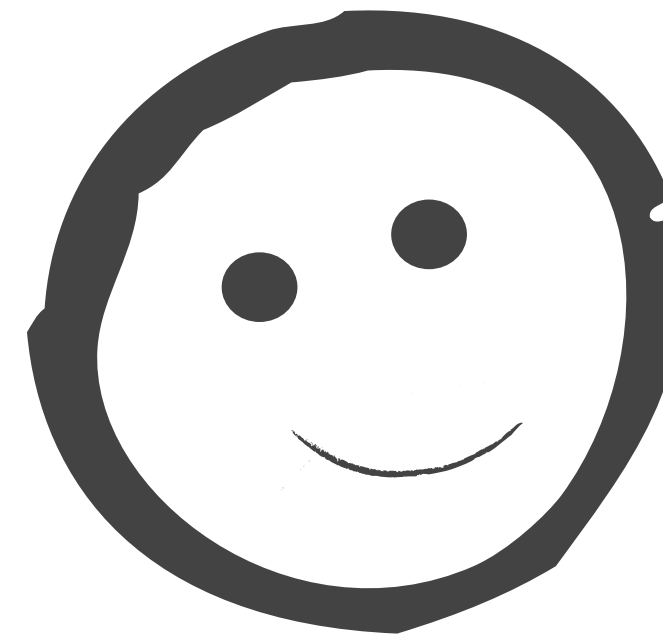
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## TERM 10 GUARANTEE IMAGES

### DEFINITION

Images that instill trust and show credibility.



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**TERM 11**  
**KPI (KEY PERFORMANCE INDICATORS)**

**DEFINITION**

Key Performance Indicators are the metrics you will look at to track progress toward your goals.

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**TERM 12**  
**LAYOUT**

**DEFINITION**

How the landing page is designed. For instance, the form can be placed on the left side of the page, while the description of the offer is on the right.

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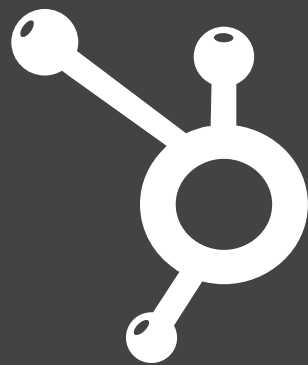


**TERM 13**

**LEAD NURTURING CAMPAIGN**

**DEFINITION**

An email series that can be triggered after someone fills out a form on your landing page. Lead nurturing is also known as drip marketing.



**A LOOK INSIDE HUBSPOT'S LEAD NURTURING TOOL**

Research from Gleanster notes that 50% of qualified leads who come through your website are not ready to buy. Rather than forcing leads into a pushy sales process that won't work, HubSpot's lead nurturing tool enables you to send a cadence of customized emails to new online leads easing them through the decision process. [LEARN MORE.](#)

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**TERM 14**

**MOCKUPS**

**DEFINITION**

An outline defining what your landing page design should be. Mockups are generally used when you are preparing for an A/B test in order to evaluate the better layout.

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## TERM 15 MOTIVATION OF USER

### DEFINITION

The visitor's desire to receive your offer.

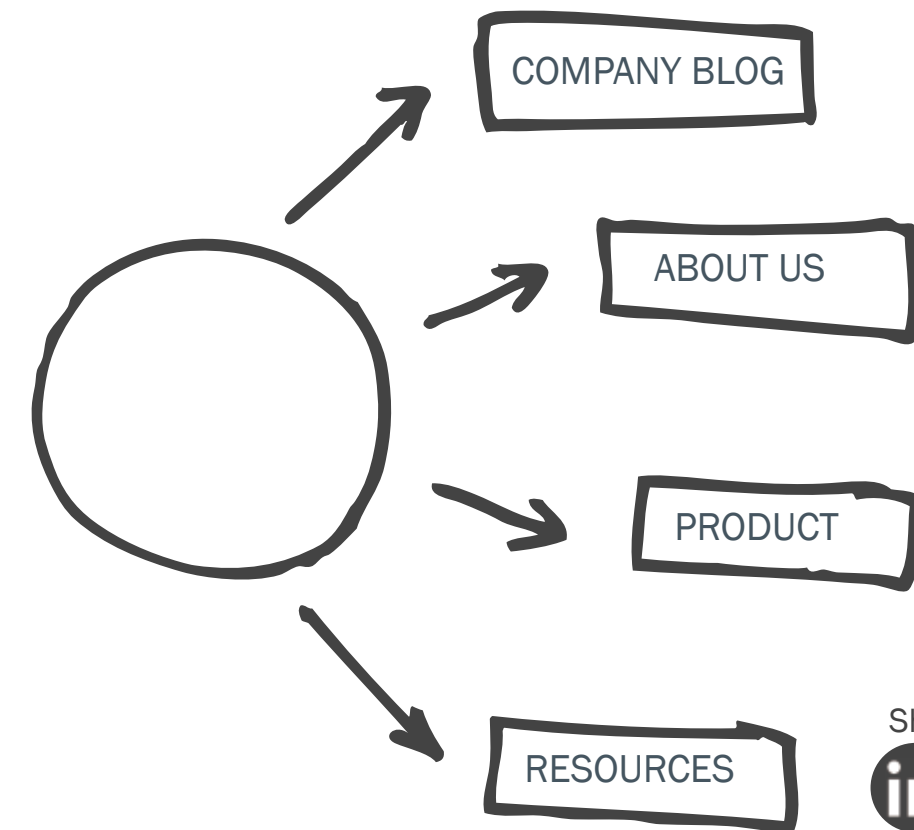
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## TERM 16 NAVIGATION

### DEFINITION

A web page element, usually located at the top, with links that help visitors to navigate through a website.



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**TERM 17**  
**PAGE VIEWS**

**DEFINITION**

The number of views a page got.

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**TERM 18**  
**RETURNING VISITOR**

**DEFINITION**

A visitor that is returning to your site, and is generally self-qualifying herself as actively interested in your offer.

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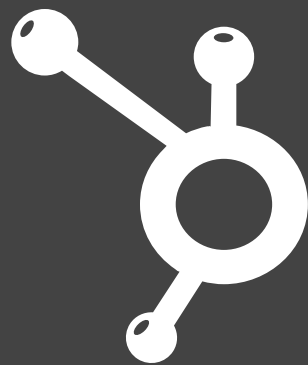


**TERM 19**

**ROI**

**DEFINITION**

The return on investment of your marketing efforts.



**WHAT'S THE RETURN ON YOUR MARKETING INVESTMENT**

HubSpot software shows you how your marketing efforts contribute to the bottom line. Use HubSpot analytics to see which channels brought in the most leads, understand how many customers your marketing efforts have generated and leverage our integration with CRM systems to see your impact on the bottom line. [LEARN MORE.](#)

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**TERM 20**

**SECURITY OR ACCREDITATION SEALS**

**DEFINITION**

Visual elements proving your offer is secure and risk-free.

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**TERM 21**

**STATISTICALLY SIGNIFICANT NUMBER**

**DEFINITION**

The amount of data you need to collect in order to announce accurate results from your testing.



**HOW HUBSPOT'S A/B TESTING SHOWS STATISTICAL SIGNIFICANCE**

Not sure which page truly performs better? HubSpot's A/B testing software can run two versions of a webpage side by side to test conversions, then show you when your tests become statistically significant so you can select a winner. line. [LEARN MORE.](#)

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**TERM 22**

**TEST VALIDATION**

**DEFINITION**

Proving with data that a test has been successfully conducted.

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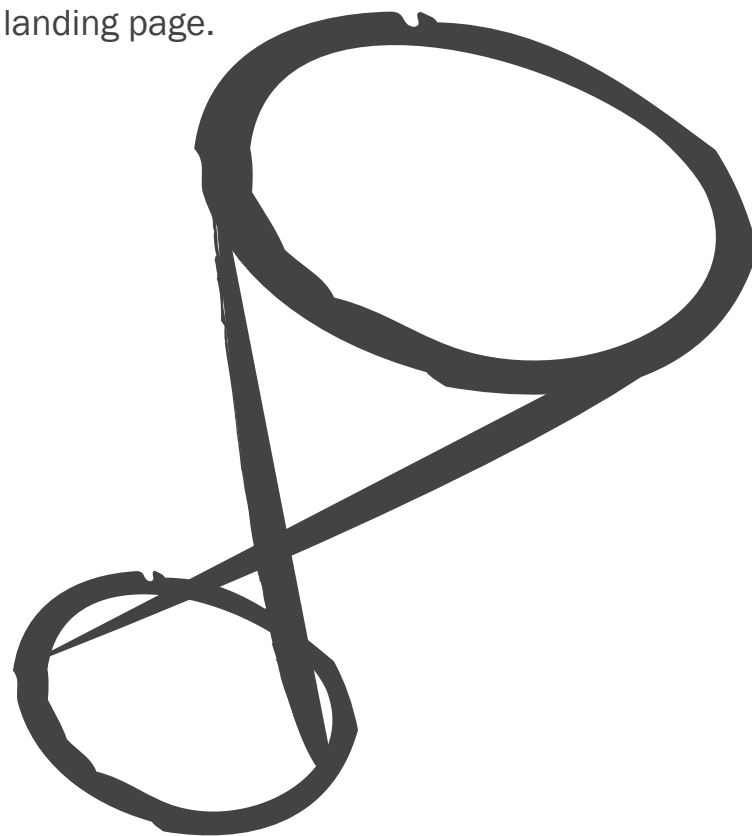




## TERM 23 TIME ON PAGE

### DEFINITION

How long a visitor spends on your landing page.



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## TERM 24 TREATMENT PAGE

### DEFINITION

In an A/B test, this is the page you have treated and expect to perform better.

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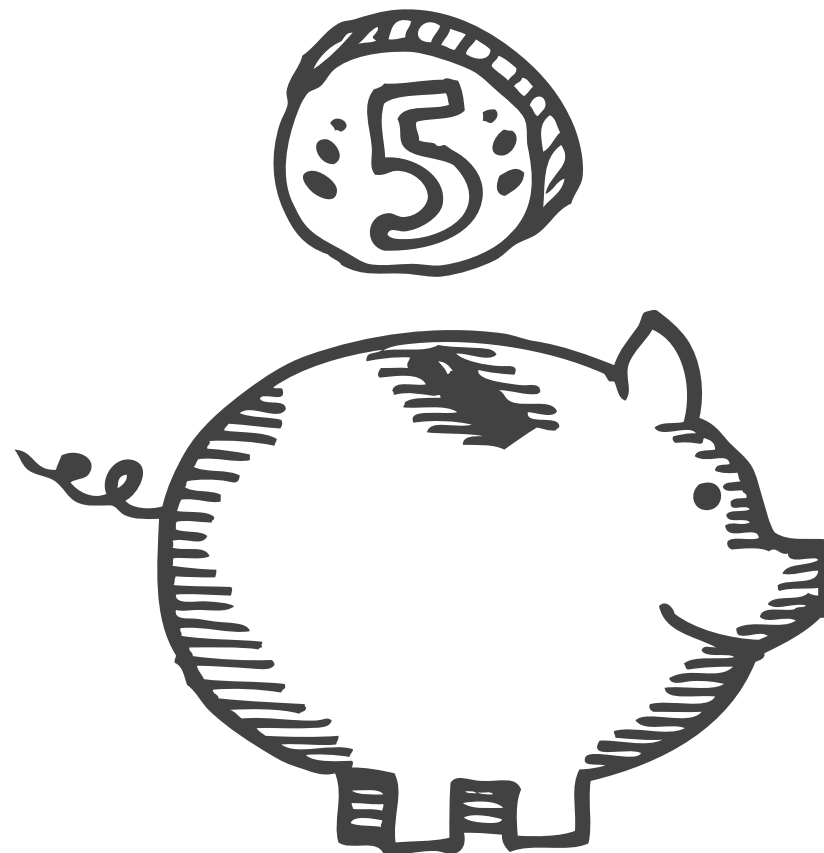




## TERM 25 VALUE EXCHANGE

### DEFINITION

Giving out a valuable offer in order to get information from your visitors.



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## TERM 26 VALUE PROPOSITION

### DEFINITION

The primary reason why your visitor will choose to convert on your page. The answer to the “What is in it for me?” question.

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## TERM 27 VARIATIONS

### DEFINITION

The changes you make in order to optimize a landing page.

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## TERM 28 VISITORS/UNIQUES

### DEFINITION

The number of (unique) visitors who came to your page.

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CHAPTER 3

# 28 EMAIL MARKETING TERMS

## TERM 1 ABOVE THE FOLD

### DEFINITION

The part of a web page that is visible without scrolling. It is generally more desirable placement on a website because of its visibility. If you have a “join our mailing list” form on your website, you should place it “above the fold” making it easy for visitors to [opt-in](#).

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## TERM 2 CAMPAIGN

### DEFINITION

An email marketing message or a series of messages, such as lead nurturing, designed to accomplish an overall marketing goal.

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## TERM 3 CPM (COST PER THOUSAND)



### DEFINITION

In email marketing, CPM commonly refers to the cost per 1000 names on a given rental list. For example, a rental list priced at \$250 CPM would mean that the list owner charges \$0.25 per email address.

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**TERM 4**  
**CTR (CLICK-THROUGH RATE)**

**DEFINITION**

CTR is the percentage (the number of unique clicks divided by the number that were opened) of recipients that click on a given URL in your email.

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**TERM 5**  
**CONVERSION RATE**

**DEFINITION**

The number or percentage of recipients who respond to your call-to-action in a given email marketing campaign or promotion. This is the measure of your email campaign's success. You may measure conversion in sales, phone calls, opportunities or appointments.

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**TERM 6****EMAIL BLACKLIST****DEFINITION**

It is common for an ISP to use a blacklist to determine which emails should be blocked (see “email blocking”). Blacklists contain lists of domains or IP addresses of known and suspected spammers. Unfortunately, these blacklists also contain many legitimate email service providers. Just a few spam complaints can land an email service provider or IP address on a blacklist despite the fact that the ratio of complaints to volume of email sent is extremely low.

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**TERM 7****EMAIL BLOCKING****DEFINITION**

Email blocking typically refers to blocking by ISPs or corporate servers. Email blocking occurs when the receiving email server (e.g. Yahoo!, AOL, Hotmail etc) prevents an inbound email from reaching the inbox of the intended recipient. Most of the time the sender of the email receives a “bounce” message notifying the sender that their email has been blocked. ISPs actively block email coming from suspected spammers.

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## TERM 8

# EMAIL FILTERS

### DEFINITION

“Filtering” is a technique used to block email based on the content in the “from:” line, subject line, or body copy of an email. Filtering software searches for keywords and other indicators that identify the email as potential spam. This type of blocking occurs on a per email basis.

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## TERM 9

# EMAIL NEWSLETTER ADS OR SPONSORSHIPS

### DEFINITION

This term refers to buying ad space in an email newsletter or sponsoring a specific article or series of articles. Advertisers pay to have their ad (text, HTML or both, depending on the publication) inserted into the body of the email.

Email newsletter ads and sponsorships allow advertisers to reach a targeted audience driving traffic to a website, store or office, signups to a newsletter or sales of a product or service.

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## TERM 10

# EMAIL WHITELIST

### DEFINITION

A whitelist is the opposite of a blacklist. Instead of listing IP addresses to block, a whitelist includes IP addresses that have been approved to deliver email despite blocking measures. Generally, ISPs maintain both a blacklist and a whitelist. When email service providers, like Constant Contact or Exact Target, say they are “whitelisted” it means that their IP addresses are on a specific ISP’s whitelist and are confident that emails sent using their service will be delivered.

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## TERM 11

# FALSE POSITIVE

### DEFINITION

A false positive occurs when a legitimate permission-based email is incorrectly filtered or blocked as [spam](#).

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**TERM 12****HARD BOUNCE/SOFT BOUNCE****DEFINITION**

A hard bounce is the failed delivery of an email due to a permanent reason like a non-existent address. A soft bounce is the failed delivery of an email due to a temporary issue, like a full inbox or an unavailable server.

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**TERM 13****HOUSE LIST (OR RETENTION LIST)****DEFINITION**

House list means a permission-based list that you built yourself. You can use it to market, cross sell and upsell, and to establish a relationship with customers over time.

A house list is one of your most valuable marketing assets because it is seven times less expensive to market to an existing customer than it is to acquire a new one.

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**TERM 14**  
**HTML**

**DEFINITION**

Sending HTML email enables marketers to include unique fonts, graphics and background colors. HTML makes an email more interesting and, when used properly, can generate response rates up to 35% higher than plain text.

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**TERM 15**  
**LANDING PAGE**

**DEFINITION**

A lead capture page on your website that is linked from an email to provide additional information directly related to products or services promoted in the email's call-to-action.

Every email should have a unique landing page to capture leads or a tracking URL to a standard landing page in order to determine ROI.

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**TERM 16**

**OPEN RATE**

**DEFINITION**

The percentage of emails opened in any given email marketing campaign, or the percentage opened of the total number of emails sent.

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**TERM 17**

**OPT-IN (OR SUBSCRIBE)**

**DEFINITION**

To opt-in, or subscribe to an email list, is to choose to receive email communications by supplying your email address to a particular company, website or individual thereby giving them permission to email you. The subscriber can often indicate areas of personal interest (e.g. mountain biking) and/or indicate what types of emails they wish to receive from the sender (e.g. newsletters).

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## TERM 18

# SINGLE OPT-IN

### DEFINITION

The single opt-in is the most widely accepted and routinely used method of obtaining email addresses and permission. A single opt-in list is created by inviting visitors and customers to subscribe to your email list. When you use a sign-up form on your website, a message immediately goes out to the subscriber acknowledging the subscription. This message should reiterate what the subscriber has signed up for, and provide an immediate way for the subscriber to edit interests or opt-out.

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## TERM 19

# CONFIRMED OPT-IN (DOUBLE OPT-IN)

### DEFINITION

The confirmed opt-in is a more stringent method of obtaining permission to send email campaigns. It adds an additional step to the opt-in process because it requires the subscriber to respond to a confirmation email, either by clicking on a confirmation link or by replying to the email to confirm their subscription. Only those subscribers who take this additional step are added to your list.

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**TERM 20**  
**OPT-OUT (UNSUBSCRIBE)**

**DEFINITION**

To opt-out or unsubscribe from an email list is to choose not to receive communications from the sender by requesting the removal of your email address from their list.

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**TERM 21**  
**PERMISSION-BASED EMAIL**

**DEFINITION**

Email sent to recipients who have opted-in, or subscribed, to receive email communications from a particular company, website or individual. Permission is an absolute requirement for legitimate email marketing.

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**TERM 22****PERSONALIZATION****DEFINITION**

Personalization refers to addressing individual recipients by their first name, last name or both dynamically in an email.

Personalization can also include a reference to previous purchases, or other content unique to each recipient.

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**TERM 23****PRIVACY POLICY****DEFINITION**

A clear description of a website or company's policy on the use of information collected from and about website visitors and what they do, and do not do, with the data. Your privacy policy builds trust especially among those who opt-in to receive email from you or those who register on your site.

If subscribers, prospects and customers know their information is safe with you, they will likely share more information making your relationship much more valuable.

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**TERM 24****RENTAL LIST (ACQUISITION LIST)****DEFINITION**

A list of prospects or a targeted group of recipients who have opted-in to receive information about certain subjects. Using permission-based rental lists, marketers can send email messages to audiences targeted by interest category, profession, demographic information and more. Renting a list usually costs between \$.10 and \$.40 per name. Be sure your rental list is a true permission-based, opt-in list.

Permission-based lists are rented, not sold. Don't be fooled by a list offer that sounds too good to be true or by someone who tries to mislead you by calling their list "targeted" or "clean" without certifying that it is permission-based.

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**TERM 25****SIGNATURE FILE (SIGFILE)****DEFINITION**

A tagline or short block of text at the end of an email message that identifies the sender and provides additional information, such as company name and contact information.

Your signature file is a marketing opportunity. Use it to convey a benefit and include a call-to-action with a link.

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**TERM 26**

**SPAM (UNSOLICITED COMMERCIAL EMAIL)**

**DEFINITION**

Email sent to someone who has not opted-in or given permission to the sender. Generally, it's unwanted and unexpected email from a sender unknown to the recipient.

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**TERM 27**

**TARGETING**

**DEFINITION**

Sending emails to a select audience or group of individuals likely to be interested in the message. Targeting is very important for an email marketer because a relevant email campaign will yield a higher response rate and result in fewer unsubscribes.

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**TERM 28****VIRAL MARKETING****DEFINITION**

Word-of-mouth marketing that is carried out voluntarily by a company's advocates. Email has made this type of marketing very prevalent.

Tools such as “send this page, article or website to a friend” encourage people to refer or recommend your newsletter, company, product, service or specific offer to others.

## CHAPTER 4

**61 BLOGGING &  
SEO TERMS**

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## TERM 1

# 301 REDIRECT

### DEFINITION

A way to make one web page redirect the visitor to another page. Whenever you change the web address of a page, apply a 301 redirect to make the old address point to the new one. This ensures that people who have linked to or bookmarked the old address will automatically get to the new one, and search engines can update their index.

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## TERM 2

# ALTERNATIVE TEXT/TAG OR ATTRIBUTE

### DEFINITION

Alt text is a word or phrase that describes an image on the web. Unlike humans, search engines read only the ALT text of images, not the images themselves. Add ALT text to images whenever possible.

It should be used in HTML as the following `<img alt="...">` or if using a CMS applied in the field tied to an image for the purpose of describing an image.

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### TERM 3 ANCHOR TEXT

#### DEFINITION

The actual text of a link to a page. On most websites, this text is usually dark blue and underlined, or purple if you've visited the link in the past.

Anchor text helps search engines understand what the destination page is about: it describes what you will see if you click through. When users view the web page in a browser, they can click the text to activate the link and visit the page whose URL is in the link. Example: [This is anchor text](#)

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### TERM 4 ARTICLE

#### DEFINITION

Article and blog "post" are frequently used synonymously. An article is one single post on a blog. Publishing well-optimized blog articles will help you rank well in search engines and get found online.



#### HOW HUBSPOT'S SOFTWARE HELPS YOU GET FOUND

Blogging is an essential part of optimizing your website to get found online. Each of your blog articles should include industry keywords. HubSpot's software ensures that your blog content is optimized and search-engine friendly. [SEE HUBSPOT'S SEO TOOLS.](#)

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**TERM 5**  
**AUTHOR**



**DEFINITION**

The name associated with the person who wrote a blog post.

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**TERM 6**  
**AVATAR**

**DEFINITION**

No, this is not referring to the 2009 James Cameron film. Though not far removed, an avatar is a photo, graphic or image that represents you across blogs and other social-networking sites. It is often displayed within the profile or comment sections.

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## TERM 7 BLOG

### DEFINITION

This is short for web log or weblog. Blogs are usually maintained by an individual or group of people. A personal blog or business blog will traditionally include regular entries of commentary, descriptions of events, or other material, such as photos and video.

*Note: if you are blogging for business, you should always add a call-to-action to ensure your blog is generating leads.*

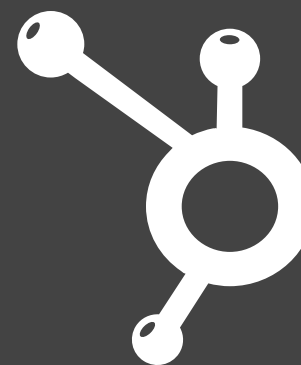
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## TERM 8 BLOGGER

### DEFINITION

The person who writes for a blog is referred to as a blogger, and the act of writing for the blog is known as blogging. Note: Google also has a blogging platform called Blogspot and sometimes referred to as "Blogger."



### HUBSPOT'S BLOGGING TOOL AUTOMATICALLY OPTIMIZES YOUR POSTS

Content creation is the foundation of any successful inbound marketing strategy. HubSpot's world-class blogging software makes it easy to create content that will help your business get found in search engines, better engage prospects, and generate leads. [TAKE A LOOK.](#)

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**TERM 9**  
**BLOGOSPHERE**

**DEFINITION**

This refers to the collective community of all blogs and bloggers on the Internet.



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**TERM 10**  
**BLOGROLL**

**DEFINITION**

Sometimes spelled blog-roll or blog roll, this is a blogger's list of links to other blogs they read or support. Ideally these only include blogs that you really like and recommend.

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## TERM 11

# BOOKMARK

### DEFINITION

A link to a website saved for later reference in your web browser or computer. Social bookmarking sites such as del.icio.us let users share websites they like with each other. Having links to your site in del.icio.us is a sign that your website content is interesting to people.

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## TERM 12

# CANONICAL URL

### DEFINITION

The canonical URL is the best address that a user can find a piece of information on. Sometimes you might have a situation where the same page content can be accessed at more than one address. Specifying the canonical URL helps search engines understand which address for a piece of content is the best one.

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## TERM 13

# CONVERSION FORM

### DEFINITION

A form in which you collect information on your site visitor.

[Conversion forms](#) convert traffic into leads. Collecting contact information helps you follow up with these leads.

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## TERM 14

# CATEGORY

### DEFINITION

Category and tags are frequently used synonymously. Though often times a category (in terms of hierarchy) is the top level definition and a tag may be a more specific classification beneath that. For example, a blog about apple pies may have a category of baking and a tag of pies.

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## TERM 15

# CMS OR PLATFORM

### DEFINITION

This is short for content management system. It is a software program that allows you to add content to a website more easily. HubSpot, for instance, [has a CMS](#), through which you can manage your website pages, landing pages and blog.

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## TERM 16

# COMMENTS

### DEFINITION

The opinions of your readers left in response to a blog post. This is a useful way for you to connect with your audience. We recommend that you make it easy for your community to connect, which usually means not monitoring comments for approval and only deleting truly offensive comments. If negative comments come up, use this as an opportunity to proactively share your knowledge and respond back positively.

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## TERM 17

# CSS OR STYLESHEET

### DEFINITION

This is short for Cascading Style Sheets. Written in HTML, this is commonly used to style web pages. Styling options, including page layouts, colors and fonts, are typically preset to help control cohesiveness and an overall professional look and feel for your website and/or blog.

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## TERM 18

# DIRECTORY

### DEFINITION

A blog directory is a website that lists blogs, usually ranking them by their popularity and ordering them by subject or category. It's a good idea to add your blog to [directories](#) to help generate more relevant traffic, especially when you are first getting started.

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## TERM 19 DOMAIN

### DEFINITION

The main web address of your site (example: [www.yoursite.com](http://www.yoursite.com)). It's good to renew ownership of your domain for several years. Search engine rankings favor websites with longer registrations because it shows commitment.

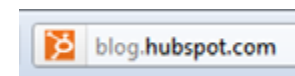
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## TERM 20 FAVICON

### DEFINITION

This is the small graphic, typically your logo or other representation your website, which appears in a browser's address bar, favorites or bookmark lists. In HTML it is referenced as the following `rel="shortcut icon,"` and should be saved or uploaded as `favicon.ico`. The final product looks something like this:



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**TERM 21**  
**FEED**



**DEFINITION**

This is a news feed used for providing users with frequently updated content. Content distributors syndicate a web feed, thereby allowing users to subscribe to it in RSS reader or via e-mail.

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**TERM 22**  
**FOLD**

**DEFINITION**

The “fold” is an invisible line on your web page which separates a more desirable placement from the less desirable placement. Anything below the fold can be scrolled to but isn’t seen right away. Search engines place some priority on content above the fold, since it will be seen right away by new visitors. Having too many ads above the fold can be seen as a negative issue as well (See Panda).

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## TERM 23 HEADER

### DEFINITION

This is the top part of your blog, appearing before any pages or posts. Headers generally include items such as logos, taglines, and navigation menus, which are meant to set the tone or theme of your blog.

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## TERM 24 HYPERLINK

### DEFINITION

Used synonymously with the word “link,” this is clickable content within a web page that takes the user to another page, website, or within part of the same page. The text that comprises the [hyperlink](#) is referred to as the “anchor text.”

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## TERM 25

### HTML

#### DEFINITION

This is short for Hypertext Markup Language, a language used to write web pages. Most HTML elements are written with a start tag `<...>` and an end tag `</...>`, with content in between. It follows a tree-like structure where common elements include `<HTML> ... <meta> </meta> ... <head> ... </head> ... <body> </body> ... </HTML>`

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## TERM 26

### INBOUND LINK

#### DEFINITION

A link from one site into another. A link from another site will improve your SEO, especially if that site has a high PageRank.

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**TERM 27**  
**INTERNAL LINK**

**DEFINITION**

A link from one page to another on the same website, such as from your homepage to your products page.

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**TERM 28**  
**INDEX(ED)**

**DEFINITION**

The process by which search engines find your content and then make it available to users by storing it and displaying it in search results. To know whether or not your content has been indexed simply do a search for a page and if a search engine returns your page then it has indeed been indexed.

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## TERM 29

# JAVASCRIPT

### DEFINITION

A scripting language that allows website administrators to apply various effects or changes to the content of their website as users browse it. Search engines often have difficulty reading content that is inside of Javascript, but they are getting better at it over time.

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## TERM 30

# KEYWORD(S) OR KEYPHRASE(S)

### DEFINITION

These should be used as a topic generator. Picking keywords is the process of determining what topics are most relevant to your target audience or buyer persona and [crafting content](#) around those topics. They should be used in a strictly creative sense for structural composition, reasoning, and comprehension, and should showcase your knowledge in a given field.

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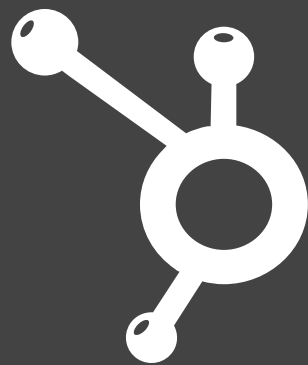




**TERM 31**  
**LINK BUILDING**

**DEFINITION**

The activity and process of getting more inbound links to your website for improved search engine rankings.



**NEED HELP WITH LINK BUILDING?**

HubSpot software can tell you who is linking to you and evaluate how effective that link is at increasing your search rank. HubSpot can also show you the inbound links of your competitors. [SEE HOW IT LOOKS.](#)

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**TERM 32**  
**LONG-TAIL KEYWORD**

**DEFINITION**

An uncommon or rarely used keyword. Small businesses should consider targeting long-tail keywords. Generic keywords, such as “software,” are more competitive than narrower keyword combinations, such as “inbound marketing software.”

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### TERM 33

## METADATA

#### DEFINITION

Data that tells search engines what your website is about.

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### TERM 34

## META DESCRIPTION

#### DEFINITION

Your description should be a short description of that particular page or post. It's a great opportunity to place some very targeted content for your audience to see on the search results page. A good description is approximately two sentences (no more than 160 characters) using your target keywords to invite a person to visit your site.

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## TERM 35

# META KEYWORDS

### DEFINITION

These have historically been the most popular and well known element describing content of a web page. Search engines, however, quickly came to realize that this piece of information was often inaccurate or misleading and frequently lead to spammy sites. That is why this tag is no longer followed by search engines.

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## TERM 36

# META TAGS

### DEFINITION

A comprehensive term that is comprised of meta titles, descriptions and keywords. These three items together are what are referred to as [meta tags](#). The tags are elements that provide information about a given web page, most often to help search engines categorize them correctly. *Note: these are inserted into the HTML and as such are not directly visible to a user visiting the site.*

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**TERM 37**  
**META TITLE OR PAGE TITLE**

**DEFINITION**

The [Page Title](#) is the phrase that shows in the blue bar at the top of your web browser when the page loads. The page title is also the bold text that shows up on a search results page when you rank in a search engine.

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**TERM 38**  
**MOZRANK**

**DEFINITION**

A logarithmic ranking provided by SEOmoz from 0 - 10.0 of the number and quality of inbound links pointing to a certain website or page on that website. A 10.0 is the best linked-to page on the Internet, and a 0 has recognized no inbound links.

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### TERM 39

## NOFOLLOW

#### DEFINITION

A link attribute which prevents links from being crawled by search engines. As a result, no SEO credit gets passed from one page to another.

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### TERM 40

## PAGERANK

#### DEFINITION

A number from 0-10, assigned by Google, indicating how good your overall SEO is. It is technically known as “Toolbar PageRank.” Note: [PageRank relevancy is changing](#).

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**TERM 41**  
**PANDA**

**DEFINITION**

Refers to a series of updates released by Google to their engine that are intended to discourage people who create large amounts of mediocre content in an attempt to claim many keyword rankings without generating much value for users.

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**TERM 42**  
**PERMALINK**

**DEFINITION**

An address or URL of a particular post within a blog.

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## TERM 43

# POST

### DEFINITION

As stated above, this is synonymous with “article.” Basically, a post is an article within a blog. It can be on any topic, and it’s the collection of posts that form the basis of a blog.

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## TERM 44

# PPC (PAY-PER-CLICK)

### DEFINITION

Advertising technique in which an advertiser puts an ad in an advertising venue, and pays that venue each time a visitor clicks on his/her ad. [Google AdWords](#) is the classic example of this.

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**TERM 45**  
**RANKING FACTOR**

**DEFINITION**

One element of how a search engine determines where to rank a certain page, such as the number of inbound links to a page, or the contents of the title tag on that page.

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**TERM 46**  
**REDIRECT**

**DEFINITION**

Used to specify an alternative URL and in order to redirect the user (or search engine) to a different location. The most commonly used redirect is a 301 permanent redirect, which is applied when you change the URL of a page. To ensure that people, who have linked to or bookmarked that old page/URL, can still get to the updated page/URL.

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**TERM 47**

**REFERRER STRING**

**DEFINITION**

A piece of information sent by a user's browser when they navigate from page to page on the web. It includes information on where they came from previously, which helps webmasters understand how users are finding their website.

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**TERM 48**

**ROBOTS**

**DEFINITION**

Commonly filed as robots.txt, which provides information about a given web page, most often to help search engines categorize them correctly.

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**TERM 49**  
**RSS**

**DEFINITION**

Short for Really Simple Syndication, a means by which users can subscribe to a feed, a blog feed, for instance. Since content is published on an ongoing basis, subscribing makes it easier for users to follow content and updates.

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**TERM 50**  
**SERP (SEARCH ENGINE RANKING PAGE)**

**DEFINITION**

The page that you are sent to after you run a query in a search engine. Typically has ten results on it, but this may vary depending on the query and search engine in question.

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## TERM 51 SITEMAP

### DEFINITION

A public directory or index of sorts to help users easily access pages of your website. Basically, this is a page on your site where you tell users about key pages of your website by listing them in almost an outline format and then linking to those internal pages. This makes your content easier to find by users and search engines.

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## TERM 52 SOCIAL MEDIA SHARING

### DEFINITION

Your content should not exist in a vacuum. Give people the opportunity to [share your content](#) for you. A lot of platforms have this built in or at least available as an add-on. There are also tools like [sharethis.com](#) or [addthis.com](#) that make content sharing easy.

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## TERM 53 SPIDER

### DEFINITION

A computer program that browses the internet and collects information about websites.

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## TERM 54 SUBSCRIBE

### DEFINITION

Your blog should have multiple means through which users can subscribe to your content. These should include email and RSS.

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**TERM 55**  
**TAG OR TAGLINE**

**DEFINITION**

A tag is a bit like a category in that it is another way of classifying blog post. It is a word or set of words that help define what the post is about. Tip: think of it like a filing system and these are your folder labels.

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**TERM 56**  
**TITLE OR SUBJECT**

**DEFINITION**

The title of your page is frequently an H1 tag.

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**TERM 57**  
**TRAFFIC**

**DEFINITION**

The visitors to your site or blog.

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**TERM 58**  
**TRAFFIC RANK**

**DEFINITION**

The ranking of how much traffic your site gets compared to all other sites on the internet. You can check your traffic rank on [Alexa](#).

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**TERM 59**  
**URL**

**DEFINITION**

This is short for Uniform Resource Locator ... say what? Basically this is the address of a piece of information that can be found on the web such as a page, image or document.

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**TERM 60**  
**WIDGET OR MODULE**

**DEFINITION**

Areas of your website that are uniquely designed to stand out and are commonly found in the sidebars of your website (left or right side of a page). Within a CMS, these are easily interchangeable sections that often provide links, calls-to-action or other helpful resources.

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**TERM 61**  
**.XML SITEMAP**

**DEFINITION**

A file you can use to publish lists of links from across your site. This is easily generated and there are a lot of free tools out there to help you generate this sort of file. Sitemaps do not guarantee all links will be crawled, and being crawled does not guarantee indexing. However, a sitemap is still the best insurance for getting a search engine to learn about your entire site.

CHAPTER 5

.....

# 20 MARKETING AUTOMATION TERMS

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**TERM 1****BEHAVIOR-BASED MARKETING  
AUTOMATION****DEFINITION**

Behavior-based marketing automation refers to a system that triggers emails and other communication based on user activity on and off your site. It enables marketers to nurture leads and send them information only when it is most relevant to their buying cycle.

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**TERM 2****BRAND ADVOCATES****DEFINITION**

A brand advocate is a person who supports your mission and sticks out his or her virtual neck to vouch for you. Make sure to reward your advocates with offers that stand out above typical discounts.

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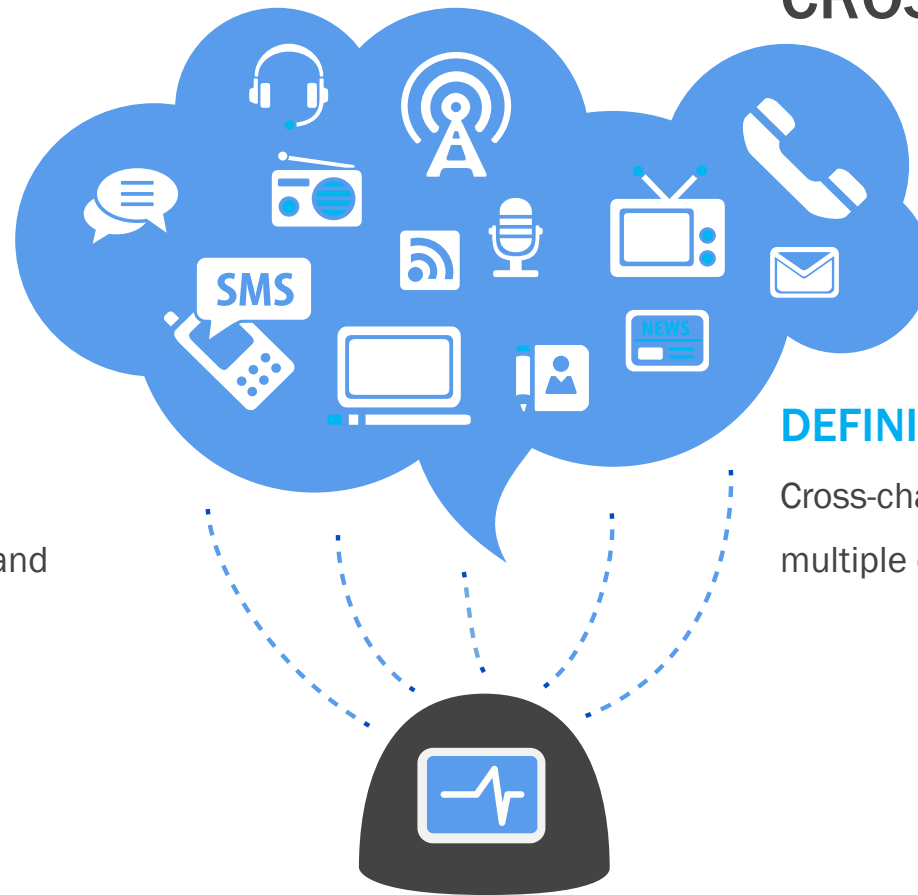




**TERM 3**  
**CRM**

**DEFINITION**

Customer relationship management (CRM) is a system that manages interactions with existing and potential customers and sales prospects.



**TERM 4**  
**CROSS-CHANNEL ANALYTICS**

**DEFINITION**

Cross-channel analytics track the behavior of your prospects across multiple channels, such as website, social media and blog.



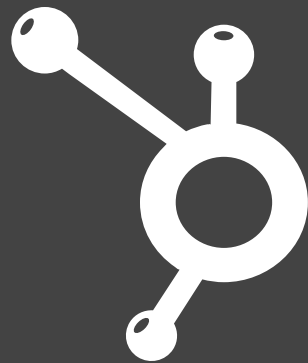


**TERM 5**

**CROSS-PLATFORM MARKETING AUTOMATION**

**DEFINITION**

Cross-platform marketing automation refers to the ability of your emails to display well across different platforms like tablets and mobile devices. If you fail to optimize for mobile, you miss out on a huge opportunity to communicate with potential customers.



**HUBSPOT LETS YOU SEND MORE THAN JUST EMAILS**

HubSpot's behavior-driven communication tool can trigger messages through SMS and chat systems. It can also send internal notifications to your sales team after a lead has taken a given action. [SEE HOW IT WORKS.](#)

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**TERM 6**

**CUSTOMER/BUYING LIFECYCLE**

**DEFINITION**

The customer lifecycle is a process that consists of many steps, including research, inquiry, purchase and usage. Marketers need to facilitate and enrich this process in order to build healthy customer relationships.

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## TERM 7 DRIP MARKETING

### DEFINITION

Drip marketing is a synonym for lead nurturing, a series of emails that seek to qualify a lead, keep it engaged and gradually push it down the sales funnel.

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## TERM 8 FIRST-TIME VISITOR

### DEFINITION

A lead that has decided to start a relationship with you by trying your product or service for the first time.

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**TERM 9**  
**INTERNAL SALE**

**DEFINITION**

Internal sale is a concept that you will most likely encounter in the B2B world. It refers to getting internal approval to purchase a product or service.

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**TERM 10**  
**INTERRUPTION-  
BASED MARKETING**



**DEFINITION**

A traditional type of marketing in which audiences are interrupted with messages to purchase a product or a service. Interruption-based marketing is unsolicited and optimized for immediate conversions.

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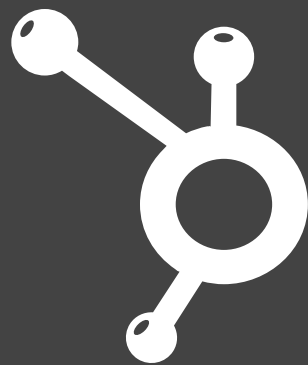


**TERM 11**

**MULTI-CHANNEL MARKETING  
AUTOMATION**

**DEFINITION**

To truly be relevant, lead nurturing and email campaigns need to take into account buyers' experiences across multiple channels and platforms, such as interactions on social media.



**A BIT ABOUT HUBSPOT'S MULTICHANNEL  
MARKETING AUTOMATION**

Your leads are multichannel, shouldn't your marketing automation be too? HubSpot enables you to tailor communications based on leads' interactions with your company on social media, in helpdesks and through their billing history. [SEE A VIDEO.](#)

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**TERM 12**

**LANDMARK EMAILS**

**DEFINITION**

Landmark emails are the messages that celebrate customer landmarks like birthdays, major milestones, or anniversaries as a customer.

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**TERM 13**

**LOYALTY OFFERS**

**DEFINITION**

Loyalty offers are the exclusive gifts or genuine thank-yous given to loyal customers.



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**TERM 14**

**PERMISSION-BASED MARKETING**

**DEFINITION**

This type of marketing asks for permission from its audience and seeks to be educational. Permission can come in the form of opting in to receive a newsletter, subscribing to a blog or following a company on social media.

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**TERM 15**  
**QUALIFIED LEAD**

**DEFINITION**

A qualified lead is a contact who opted in to receive communication from you company, became educated about your product or service, and is interested in learning more.

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**TERM 16**  
**REPEAT PURCHASE**

**DEFINITION**

When customers are happy with a product or service, they engage in repeat purchases. Marketers should stay top of mind for their existing customer base and seek to establish long-term relationships.

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**TERM 17**

**REVENUE PERFORMANCE MANAGEMENT (RPM)**

**DEFINITION**

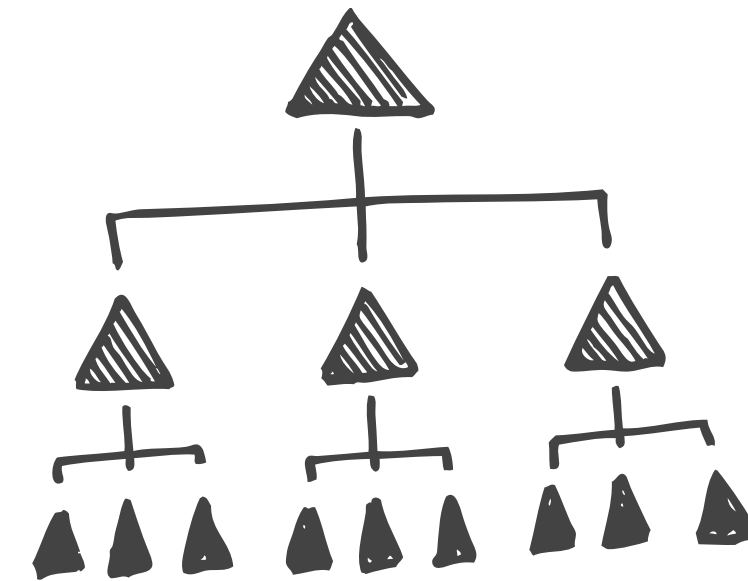
RPM is a system that improves your interactions with prospects along the sales cycle, measures results and seeks to maximize revenue.

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**TERM 18**

**SEGMENTATION**



**DEFINITION**

Segmentation refers to the process of separating your target audience into personas with different needs and preferences. These segments will ideally be marketed to in a way that reflects their specific experiences or interests.

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**TERM 19**

**SHOPPING CART FETCHBACK /  
ABANDONED SHOPPING CART**

**DEFINITION**

When someone places an item in their shopping cart, but doesn't complete his or her purchase, marketers call this an abandoned shopping cart. Abandonment can be reduced through a targeted lead nurturing campaign.

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**TERM 20**

**ZERO MOMENT OF TRUTH (ZMOT)**

**DEFINITION**

[Zero Moment of Truth \(ZMOT\)](#) is a book by Jim Lecinski, Google's Managing Director of US Sales & Service and refers to the customers' inclination to do product research online before making a purchase.

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CHAPTER 6

# 85 SOCIAL MEDIA TERMS

**TERM 1**

## APPLICATION PROGRAMING INTERFACE

**DEFINITION**

An API is a documented interface that allows one software application to interact with another application. An example of this is the [Twitter API](#).

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## TERM 2 AVATAR

### DEFINITION

An Avatar is an image or username that represents a person online within forums and social networks.

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## TERM 3 BACKTYPE

### DEFINITION

[BackType](#) is a social media analytics company that helps companies measure their social engagement. Previously, the service started as a blog comment search engine. Now it has been acquired by Twitter.

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**TERM 4**  
**BIT.LY**

**DEFINITION**

[Bit.ly](#) is a free URL shortening service that provides statistics for the links users share online. Bit.ly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

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**TERM 5**  
**BLIP.TV**

**DEFINITION**

[Blip.TV](#) is a online video sharing site that provides a free and paid platform for individuals and companies who host an online video show.

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**TERM 6**

**BLOG TALK RADIO**

**DEFINITION**

[Blog Talk Radio](#) is a free web application that allows users to host live online radio shows.

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**TERM 7**

**BOARDREADER**

**DEFINITION**

[BoardReader](#) is a free search engine that allows users to search for keywords only in posts and titles of online forums, a popular forum of social networking.

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**TERM 8**  
**BOXEE**

**DEFINITION**

[Boxee](#) is a social video application that allows users to watch online videos on their TVs and computers. Users can share and watch videos from a variety of online videos sources for free.

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**TERM 9**  
**CHAT**

**DEFINITION**

Chat can refer to any kind of communication over the Internet, but traditionally refers to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications.

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**TERM 10**

**COLLECTIVE INTELLIGENCE**

**DEFINITION**

Collective intelligence is a shared or group intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

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**TERM 11**

**CRAIGSLIST**

**DEFINITION**

Craigslist is a popular online commerce site in which users sell a variety of goods and services to other users. The service has been credited for causing the reduction of classified advertising in newspapers across the United States.

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## TERM 12 CREATIVE COMMONS

### DEFINITION

[Creative Commons](#) is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof.

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## TERM 13 DELICIOUS

### DEFINITION

[Delicious](#) is a free online bookmarking service that lets users save website addresses publicly and privately online so that they can be accessed from any device connected to the Internet and shared with friends.

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**TERM 14**  
**DIGG**

**DEFINITION**

[Digg](#) is a social news website that allows members to submit and vote for articles. Articles with the most votes appear on the homepage of the site and subsequently are seen by the largest portion of the site's membership as well as other visitors.

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**TERM 15**  
**DISQUS**

**DEFINITION**

[Disqus](#) is a comment system and moderation tool for your site. This service lets you add next-gen community management and social web integration to any site on any platform.

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## TERM 16 DOCSTOC

### DEFINITION

[DocStoc](#) is an online sharing service for documents. Users can view, upload, share and sell documents.

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## TERM 17 EVENTBRITE

### DEFINITION

[Eventbrite](#) is a provider of online event management and ticketing services. Eventbrite is free if your event is free. If you sell tickets to your event, Eventbrite collects a fee per ticket.

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**TERM 18**  
**FACEBOOK**

**DEFINITION**

Facebook is a social utility that connects people with friends and others who work, study and live around them. Facebook is the largest social network in the world with more than 800 million users.

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**TERM 19**  
**FIREFOX**

**DEFINITION**

Firefox is an open-source web browser. It has emerged as one of the most popular web browsers on the Internet and allows users to customize their browser through the use of third-party extensions.

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**TERM 20**  
**FLASH MOB**

**DEFINITION**

A flash mob is a large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse. The term flash mob is generally applied only to gatherings organized via telecommunications, social media, or viral emails. Take a look at [HubSpot's Thriller Flash Mob](#).

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**TERM 21**  
**FLICKR**

**DEFINITION**

Flickr is a social network based around online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets and other methods.

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## TERM 22 FORUMS

### DEFINITION

Also known as a message board, a forum is an online discussion site. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dialup bulletin board system.

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## TERM 23 FOURSQUARE

### DEFINITION

Foursquare is a social network in which friends share their locations and connect with others in close physical proximity to each other. The service uses a system of digital badges to reward players who “checkin” to different types of locations.

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**TERM 24**  
**GOOGLE CHROME**

**DEFINITION**

Google Chrome is a free web browser produced by Google that fully integrates into its online search system as well as other applications.

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**TERM 25**  
**GOOGLE DOCUMENTS**

**DEFINITION**

Google Documents is a group of web-based office applications that includes tools for word processing, presentations and spreadsheet analysis. All documents are stored and edited online and allow multiple people to collaborate on a document in real-time.

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**TERM 26**  
**GOOGLE+**

**DEFINITION**

Google+ is the social network launched by Google in November 2011. It aims to make sharing on the web more like sharing in real life with applications like Circles, Messenger and Hangouts. To learn how to use Google+ for business, download our free ebook, "[How to Use Google+ for Business.](#)"

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**TERM 27**  
**GOWALLA**

**DEFINITION**

[Gowalla](#) is a social network in which friends share their locations and connect with others in close psychological proximity to each other.

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**TERM 28**  
**GROUNDSWELL**

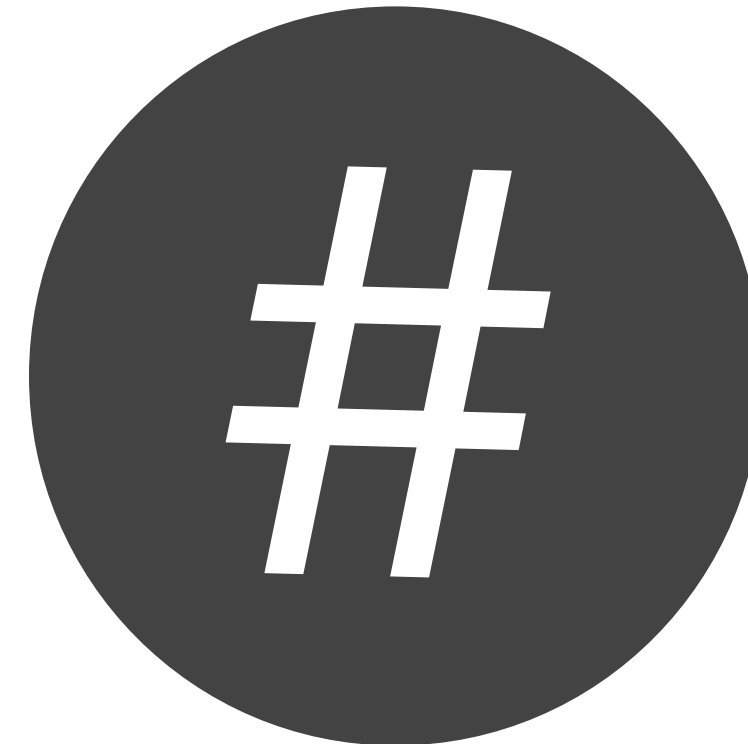
**DEFINITION**

A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations. (Charlene Li and Josh Bernoff, [Groundswell](#), pg. 9)

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**TERM 29**  
**HASHTAG**



**DEFINITION**

A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a “#”. Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference.

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**TERM 30**  
**HI5**

**DEFINITION**

[hi5](#) is a social network focused on the youth market. It is a social entertainment destination, with a focus on delivering a fun and entertainment-driven social experience online to users around the world.

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**TERM 31**  
**HOOTSUITE**

**DEFINITION**

[HootSuite](#) is a web-based Twitter client. With HootSuite, you can manage multiple Twitter profiles, pre-schedule tweets, and view metrics.

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**TERM 32****INBOUND MARKETING****DEFINITION**

Inbound marketing is a style of marketing that focuses on getting found by new visitors, converting traffic into leads, and analyzing performance. It's a concept based on Seth Godin's idea of permission marketing.

David Meerman Scott recommends that marketers "earn their way in" (via publishing helpful information, nurturing leads, etc.) in contrast to outbound marketing where they used to have to "buy, beg, or bug their way in" (via paid advertisements, cold calling, etc).

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**TERM 33****INSTANT MESSAGING****DEFINITION**

Instant messaging (IM) is a form of real-time direct text-based communication between two or more people. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling.

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## TERM 34 JOOMLA

### DEFINITION

Joomla is an content management system (CMS) which enables users to build websites and online applications.

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## TERM 35 LIFECASTING

### DEFINITION

Lifecasting is a continual broadcast of events in a person's life through digital media. Typically, lifecasting is transmitted through the Internet and can involve wearable technology.

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**TERM 36**  
**LIKE**

**DEFINITION**

A “Like” is an action that can be made by a Facebook user. Instead of writing a comment for a message or a status update, a Facebook user can click the “Like” button as a quick way to show approval and share the message.

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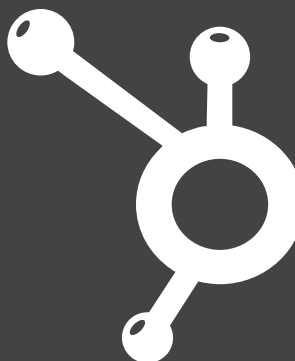
**TERM 37**  
**LINKEDIN**

**DEFINITION**

LinkedIn is a business-oriented social networking site. Launched in May 2003, it is mainly used for professional networking. As of June 2010, LinkedIn had more than 130 million registered users, spanning more than 200 countries and territories worldwide.



**ARE YOU GETTING VALUE OUT OF LINKEDIN?**



HubSpot can show you how many visitors and leads you’ve acquired through LinkedIn, and give you the tools to get more value out of social media as a channel. [TAKE A LOOK.](#)

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**TERM 38**  
**LURKER**

**DEFINITION**

A lurker online is a person who reads discussions on a message board, newsgroup, social network, or other interactive system, but rarely or never participates in the discussion.

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**TERM 39**  
**MASHUP**

**DEFINITION**

A content mashup contains multiple types of media drawn from pre-existing sources to create a new work. Digital mashups allow individuals or businesses to create new pieces of content by combining multiple online content sources.

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**TERM 40**  
**MYSPACE**

**DEFINITION**

MySpace is a social networking website owned by News Corporation. MySpace became the most popular social networking site in the United States in June 2006 and was overtaken internationally by its main competitor, Facebook, in April 2008.

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**TERM 41**  
**MYPUNCHBOWL**

**DEFINITION**

[MyPunchbowl.com](http://MyPunchbowl.com) is a social network that facilitates party planning and provides members with ideas, invitations, favors, gift registries, photo/video sharing, and more.

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**TERM 42**  
**NEWS READER**

**DEFINITION**

A news reader allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for a faster and more efficient consumption of information.

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**TERM 43**  
**NEWSVINE**

**DEFINITION**

[Newsvine](#) is a social news site similar to Digg in which users submit and vote for stories to be shared and read by other members of the community.

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## TERM 44 OPERA

### DEFINITION

Opera is an open-source web browser. While not as popular as Firefox, Opera is used as the default browser on some gaming systems and mobile devices.

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## TERM 45 ORKUT

### DEFINITION

[Orkut](#) is a social networking website that is owned and operated by Google. The website is named after its creator, Google employee Orkut Büyükkökten. Although Orkut is less popular in the United States than competitors Facebook and Twitter, it is one of the most visited websites in India and Brazil.

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**TERM 46**  
**PANDORA**

**DEFINITION**

Pandora is a social online radio station that allows users to create stations based on their favorite artists and types of music.

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**TERM 47**  
**PODCAST**

**DEFINITION**

A podcast, or non-streamed webcast, is a series of digital media files, either audio or video, that are released episodically and often downloaded through an RSS feed.

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**TERM 48**  
**POSTEROUS**

**DEFINITION**

Posterous is a blogging and content syndication platform that allows users to post content from any computer or mobile device by sending an e-mail.

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**TERM 49**  
**QIK**

**DEFINITION**

[Qik](#) is an online video streaming service that lets users to stream video live from their mobile phones to the web.

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**TERM 50**  
**QUANTCAST**

**DEFINITION**

[Quantcast](#) provides website traffic and demographics for websites. The tool is primarily used by online advertisers looking to target specific demographics.

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**TERM 51**  
**REAL-TIME SEARCH**

**DEFINITION**

Real-time search is the method of indexing content being published online into search engine results with virtually no delay.

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**TERM 52**  
**REDDIT**

**DEFINITION**

[Reddit](#) is similar to Digg and Newsvine. It is a social news site that is built upon a community of users who share and comment on stories.

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**TERM 53**  
**SCRIBD**

**DEFINITION**

[Scribd](#) turns document formats such as PDF, Word and PowerPoint into a web document for viewing and sharing online.

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**TERM 54**  
**SEARCH ENGINE OPTIMIZATION**

**DEFINITION**

Search Engine Optimization is the process of improving the volume or quality of traffic to a website from search engines via unpaid or organic search traffic.

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**TERM 55**  
**SECOND LIFE**

**DEFINITION**

Second Life is a 3D online virtual world developed by Linden Lab that was launched on June 23, 2003. Users are called “residents” and they interact with one another through avatars. Residents can explore, meet other residents, socialize, participate in individual and group activities, create and trade virtual property and services with one another, and travel throughout the world.

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**TERM 56**  
**SEESMIC**

**DEFINITION**

[Seesmic](#) is a popular desktop and mobile social application. Using APIs, Seesmic allows users to share content on social networks like Twitter from the same application.

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**TERM 57**  
**SENTIMENT**

**DEFINITION**

Sentiment is normally referred to as the attitude of user comments related to a brand online. Some social media monitoring tools measure sentiment.

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## TERM 58 SLIDESHARE

### DEFINITION

[SlideShare](#) is an online social network for sharing presentations and documents. Users can favorite and embed presentations as well as share them on other social networks such as Twitter and Facebook.

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## TERM 59 SKYPE

### DEFINITION

Skype is a free program that allows for text, audio and video chats between users. Additionally, users can purchase plans to make phone calls through their Skype account.

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### TERM 60

## SOCIAL MEDIA

#### DEFINITION

Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

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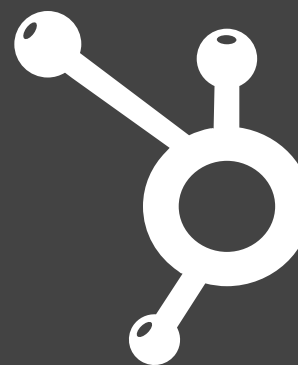


### TERM 61

## SOCIAL MEDIA MONITORING

#### DEFINITION

Social media monitoring is a process of monitoring and responding to mentions related to a business that occur in social media.



### SOCIAL MEDIA MONITORING WITH HUBSPOT

There's no reason you should have to log-into multiple platforms to find your social media and website analytics. HubSpot software brings all analytics and social media monitoring into the same tool. [LEARN MORE.](#)

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**TERM 62**  
**STUMBLEUPON**

**DEFINITION**

Free web-browser extension which acts as an intelligent browsing tool for discovering and sharing web sites.

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**TERM 63**  
**TAG CLOUD**

**DEFINITION**

A tag cloud is a visual depiction of user-generated tags, or simply the word content of a site, typically used to describe the content of web sites.

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**TERM 64**  
**TECHNORATI**

**DEFINITION**

Technorati is a popular blog search engine that also provides categories and authority rankings for blogs.

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**TERM 65**  
**TWEETDECK**

**DEFINITION**

[TweetDeck](#) is an application that connects users with contacts across Twitter, Facebook, MySpace, LinkedIn and more.

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### TERM 66 TWEETUP

#### DEFINITION

A Tweetup is an organized or impromptu gathering of people who use Twitter.



### TERM 67 TWITTER

#### DEFINITION

Twitter is a platform that allows users to share 140-character long messages publicly. User can “follow” one another as a way of subscribing to each others’ messages. One can also send a direct message to another Twitter user.




**SCHEDULE & SHARE TWEETS WITH HUBSPOT**

HubSpot Software enables you to easily batch schedule and share tweets, and gives you data on traffic, leads and customers coming from Twitter. [READ MORE.](#)







**TERM 68**  
**TUMBLR**

**DEFINITION**

Tumblr lets users share content in the form of a blog. Users can post text, photos, quotes, links, music, and videos from their browser, phone, desktop, or email.

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**TERM 69**  
**TYPEPAD**

**DEFINITION**

[TypePad](#) is a free and paid blogging platform similar to Blogger. It allows users to host and publish their own blogs.

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**TERM 70**  
**UNCONFERENCE**

**DEFINITION**

An unconference is a facilitated, participant-driven conference centered on a theme or purpose. The term “unconference” has been applied, or self-applied, to a wide range of gatherings that try to avoid one or more aspects of a conventional conference, such as high fees and sponsored presentations.

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**TERM 71**  
**USTREAM**

**DEFINITION**

[USTREAM](#) is a live interactive broadcast platform that enables anyone with an Internet connection and a camera to stream video online.

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**TERM 72**  
**VIDEO BLOG**

**DEFINITION**

A video blog is a blog the produces regular video content often around the same theme on a daily or weekly basis. An example of a successful video blog is [Wine Library TV](#).

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**TERM 73**  
**VIDDLER**

**DEFINITION**

[Viddler](#) is a popular video sharing site similar to YouTube and Vimeo in which users can upload videos to be hosted online and shared and watched by others.

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**TERM 74**  
**VIMEO**

**DEFINITION**

Vimeo is a popular video sharing service. [Vimeo](#) videos are often artistic and the service does not allow commercial video content.

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**TERM 75**  
**VIRAL MARKETING**

**DEFINITION**

Viral marketing refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes.

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## TERM 76 WEB ANALYTICS

### DEFINITION

Web analytics is the measurement, collection, analysis and reporting of Internet data for purposes of understanding and optimizing web usage.

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## TERM 77 WEBINAR

### DEFINITION

A webinar is used to conduct live meetings, training, or presentations via the Internet. For an example, check out [HubSpot's free marketing webinars](#).

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## TERM 78 WIKI

### DEFINITION

A wiki is a website that allows the easy creation and editing of any number of interlinked web pages via a web browser, facilitating collaboration between users.

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## TERM 79 WIKIPEDIA

### DEFINITION

Wikipedia is a free, web-based, collaborative, multilingual encyclopedia project supported by the nonprofit Wikimedia Foundation. Volunteers around the world contribute to write and edit its articles (over 3,820,101 articles in English).

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**TERM 80**  
**WORDPRESS**

**DEFINITION**

WordPress is a content management system and contains blog publishing tools that allow users to host and publish blogs.

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**TERM 81**  
**YAMMER**

**DEFINITION**

[Yammer](#) is a business communication tool that operates as an internal Twitter-like messaging system for employees within an organization. It is used to provide real-time communication and reduce the need for e-mail.

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## TERM 82 YELP

### DEFINITION

Yelp is a social network and local search website that provides users with a platform to review, rate and discuss local businesses. Yelp had an average of approximately 61 million monthly unique visitors in Q3 2011.

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## TERM 83 YOUTUBE

### DEFINITION

YouTube is a video-sharing website on which users can upload, share, and view videos. Three former PayPal employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by Google Inc. for \$1.65 billion, and is now operated as a subsidiary of Google. YouTube is the largest video sharing site in the world.

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**TERM 84**  
**ZOHO**

**DEFINITION**

[Zoho](#) is a suite of online web applications geared towards business productivity and collaboration.

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**TERM 85**  
**ZOOMMR**

**DEFINITION**

Zoomr is an online photo sharing service similar to Flickr.

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CHAPTER 7

21 MOBILE  
MARKETING  
TERMS

**TERM 1**

**ACQUISITION RATE**

**DEFINITION**

The total participants who were offered to opt in on a mobile marketing campaign divided by the total audience. The percent gives you the number of respondents who opt in.

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## TERM 2 AGGREGATOR

### DEFINITION

A company that provides an intermediary service between content providers, application providers, and the mobile phone service carriers. This company can serve several purposes, including campaign management, analytics, administration as well as billing.

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## TERM 3 BANDWIDTH

### DEFINITION

This is a measurement of how much data can be pushed through a connection. The measurement is based on the number of bits per second (bps), kilobits per second (kbps), or megabits per second (mbps).

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**TERM 4**

**CALL-TO-ACTION (CTA)**

**DEFINITION**

This is an instruction to the reader to act on the message that was received. The action could be to click a link, send a mobile text, call a phone number, or another action.

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**TERM 5**

**COMMON SHORT CODE (CSC)**

**DEFINITION**

The numeric digits entered by a mobile device user to send a message related to a campaign. For example, “text WIN to 12345 for your chance to win this prize!” Here, 12345 is the CSC code, and can be anywhere from four to six characters in length. These codes are registered through the Common Short Code Administration organization.

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## TERM 6 DATA COLLECTION

### DEFINITION

This is a huge variety of metrics, demographics, and statistics gathered by marketers to analyze and plan campaigns.

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## TERM 7 DIRECT TO CONSUMER (D2C)

### DEFINITION

The services or products delivered to an end consumer via a “provider.” The provider could be a third party, or direct from the company who is orchestrating the sale of the product or service.

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**TERM 8**  
**END-USER**

**DEFINITION**

This is the person who actually uses the product or service that is provided. The end-user is sometimes referred to as the consumer as well.

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**TERM 9**  
**FREE TO END USER (FTEU)**

**DEFINITION**

This is an application that is made available to an end-user at no cost other than an opt-in subscription. The SMS/MMS costs that would normally be charged to the end-user is absorbed by the application provider. In some cases, however, the mobile carriers may opt to charge end-users with other various fees.

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TERM 10

IMPRESSIONS

DEFINITION

This measurement is used to count the number of times a person is viewing an ad or message. Impressions have become a very important metric with B2B mobile marketing.



OPTIMIZE YOUR WEBSITE FOR VIEWING

According to recent Nielson's numbers, [43% of all mobile phones](#) are smartphones, and Google anticipates that [85% of mobile devices](#) will be web-enabled by next year. HubSpot software makes it easy to create a mobile-optimized version of your site. [LEARN MORE.](#)

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TERM 11

INFORMATION ON DEMAND (IOD)

DEFINITION

This is the act of delivering messages to subscribers as the information is updated. This is common for sports scores, weather alerts, and stock alerts.

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**TERM 12**

**INTERACTIVE VOICE RESPONSE (IVR)**

**DEFINITION**

This technology allows a user to respond to questions using voice instead of text or numeric responses on their mobile device. IVR systems have become quite sophisticated in recent years, and are very common with credit card companies as well as airlines.

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**TERM 13**

**INTERSTITIAL ADS**

**DEFINITION**

These are embedded into MMS messages in a variety of formats, including image, text, and video. The message provides an opportunity for the viewer to read the ad while listening or viewing the MMS message.

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**TERM 14**

**LOCATION-BASED SERVICES (LBS)**

**DEFINITION**

Depending on the geographic area of the mobile subscriber, messages can be customized to fit the location. For example, the location of the nearest favorite restaurant, gas station, or store.

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**TERM 15**

**MMS**

**DEFINITION**

Multimedia Messaging Service, or MMS, has become more prevalent with the increase in bandwidth and evolution of mobile technology. Multimedia messages can be a picture, a video clip, or an audio clip. Ads can be embedded into the MMS, or the ad could be the MMS itself depending on what is being viewed by the subscriber.

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**TERM 16**

**MOBILE MARKETING ASSOCIATION**

**DEFINITION**

This nonprofit trade association, and HubSpot customer, is dedicated to the education and standardization of mobile marketing technologies and practices. This association is a valuable resource for B2B mobile marketing.

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**TERM 17**

**NON-PERSONALLY IDENTIFIABLE INFORMATION (NPII)**

**DEFINITION**

This is data that provides metrics and statistics, but does not provide specific information to contact or identify a specific end-user.

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**TERM 18****ONLINE PERFORMANCE  
MARKETING (OPM)****DEFINITION**

This process gathers metrics and statistics over a period of time, then analyzes the results to predict and report trends and habits of subscribers.

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**TERM 19****QR CODE****DEFINITION**

A QR code (abbreviated from Quick Response code) is a specific matrix barcode (or two-dimensional code) that is readable by dedicated QR barcode readers and camera telephones. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, URL, or other data.

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**TERM 20**

**REAL-TIME STREAMING  
PROTOCOL (RTSP)**

**DEFINITION**

This method is used to provide media systems with basic control command, such as pause, play, rewind, etc.

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**TERM 21**

**SMS**

**DEFINITION**

The Short Message Service (SMS) is a very common method of sending text messages through mobile devices.

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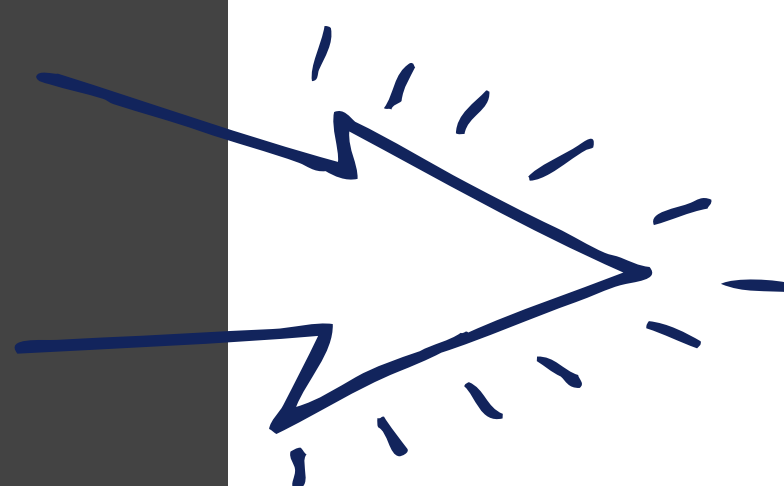
“The world of inbound marketing is full of terms that are critical to your success.”



Phew! That was a mouthful, wasn't it? The world of inbound marketing is full of terms that are critical to your success.

The good news is, [HubSpot's all-in-one inbound marketing software](#) can help you with pretty much all of these things. You might have noticed that throughout this ebook we included callouts to some HubSpot tools that will help you master specific areas of inbound marketing.

More than 5,000 companies are already using HubSpot software to generate more leads and grow their businesses. Want to see how we can help your company?



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