

Marketing Acronyms: The ABCs of Marketing



When it comes to marketing, there is no shortage of acronyms – and without a clear understanding of them, it's easy to feel like you're left drowning in alphabet soup. But which ones are the most important? And which do you really need to know?

We've compiled the basic marketing acronyms that are most important to business growth.

Call to Action

A call-to-action serves two main purposes: to tell readers what steps you want them to take next and to give them the motivation to do so.



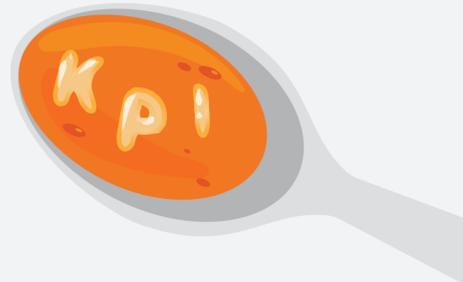
Click-Through Rate

Click-through rate (CTR) is a metric used to measure how many clicks an advertisement, link, or call to action receives.



Key Performance Indicator

Key Performance Indicators (KPIs) are metrics to track progress and inform better decision making. Whether it's SEO progress, social media growth or even performance of digital ads, measurable marketing metrics can help you reach targets month-over-month.



Lifetime Value

Lifetime Value (LTV) tells a business the total revenue they can expect one customer to generate over the course of their business relationship (as opposed to just one single purchase).



Search Engine Optimization

Search Engine Optimization (SEO) is all about helping a business' website or piece of content "get found" on the Internet, increasing both the quality and quantity of overall traffic stemming from search engines.



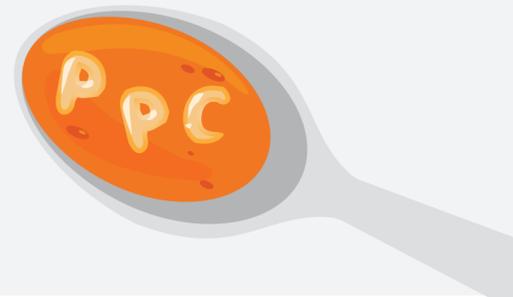
Search Engine Results Page

Search Engine Results Pages (SERPs) are the results Google and other search engines serve to users after they submit their search query. With several pages of SERPs, businesses are constantly vying to get their listed on the coveted first page.



Pay-Per-Click

Pay-per-click marketing (PPC) involves placing paid text or display ads on search engine results pages to generate clicks to your website. As its name suggests, PPC advertising only requires you to pay for each click your ad receives.



Cost-Per-Click

Cost-per-click (CPC) is the actual price you pay for each click your PPC ad receives. CPC can vary due to a variety of factors including the platform you're advertising on, the type of ad, or even the product or service you're advertising.

