You should know this! Part 3

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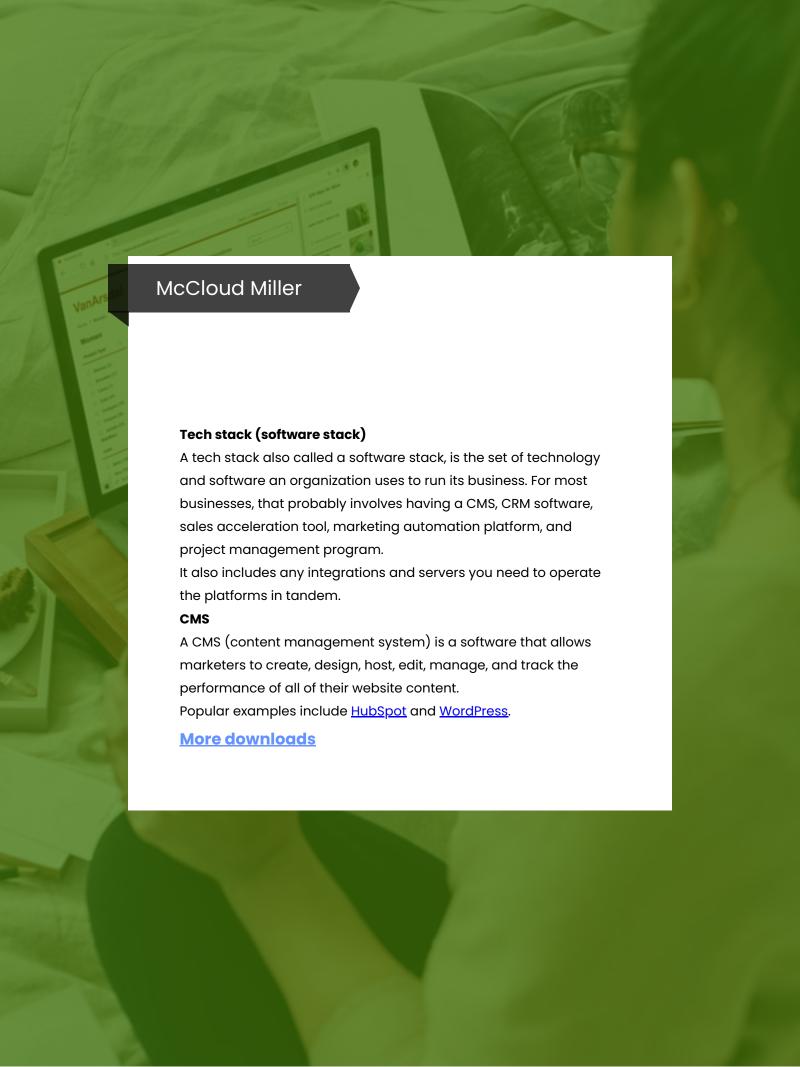
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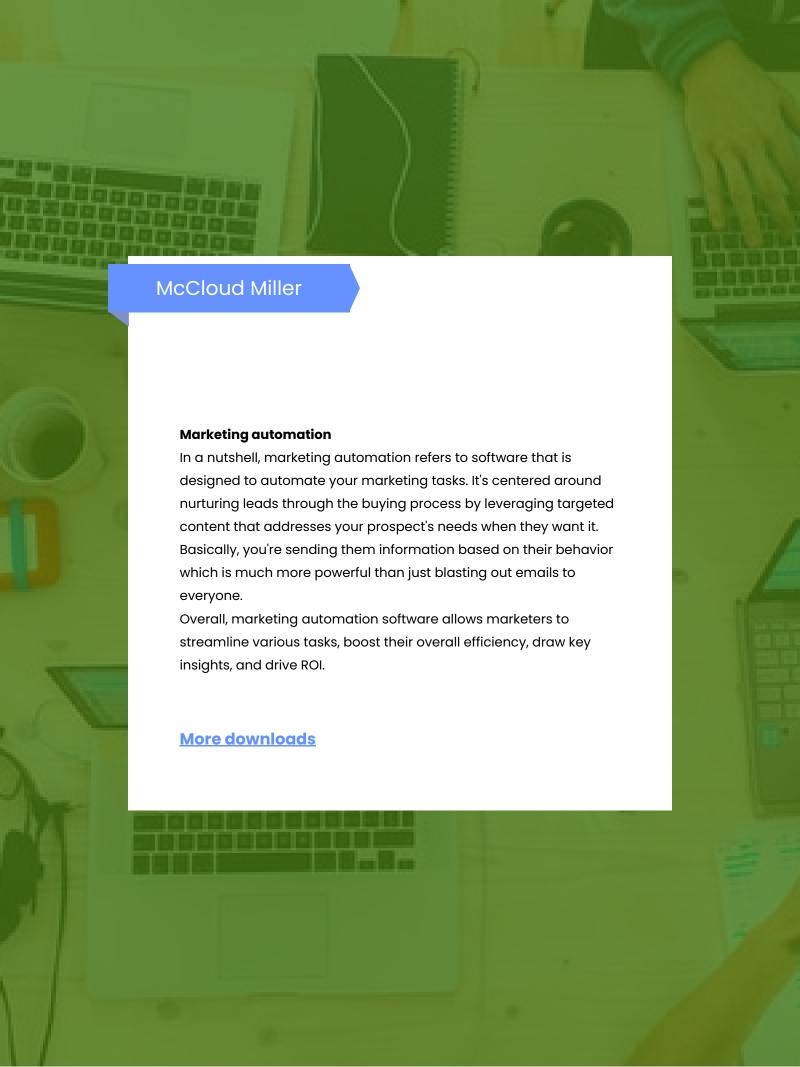
Step Up Your Game

There are numerous acronyms in today's digital environment. We have gathered a few that are good to know, not only when applying for a job, but really good to have a good understanding about in business. This checklist gives you an easy way to remember the most important ones before you send your resume/cv to a recruiter or hiring manager. Enjoy part 3:)



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Marketing qualified lead (MQL)

A Marketing Qualified Lead (MQL) is the third of six lifecycle stages in the buyer's journey. MQLs indicate the number of visitors you've converted who are good fits for your organization.

When a company confirms a lead is a good fit, that lead becomes an MQL. Once a lead becomes an MQL, the company works to further qualify the contact and nurture them down the funnel.

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McCloud Miller Sales qualified lead (SQL) A sales qualified lead (SQL) is the fourth of six lifecycle stages (occurring right after the MQL stage) in the buyer's journey. An MQL is characterized as an SQL when sales agree with marketing that the contact has demonstrated enough interest and is a good enough fit to initiate a sales conversation. The SQL stage also happens to be both one of the most important and most difficult stages for a company to define because it's where the marketing-to-sales handoff occurs. **More downloads**

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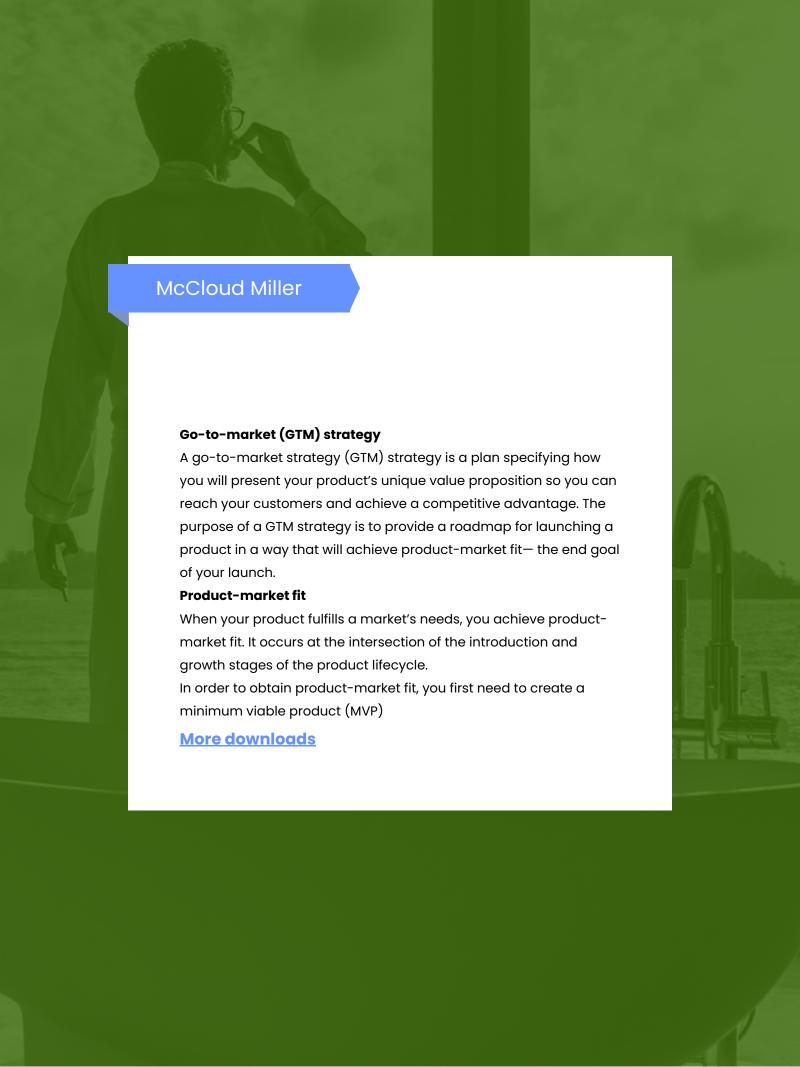
Conversation qualified lead (CQL)

Conversational Marketing and chatbots are becoming increasingly important in today's marketing landscape. A Conversation Qualified Lead is someone who has expressed interest in buying via a conversation with an employee or a bot. These leads are coming to you with specific questions that they want answers to in real-time.

Customer journey

The customer journey is a way of tracking a customer's experience with your company from a visitor's first interaction through when they sign a deal.

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Minimum viable product (MVP)

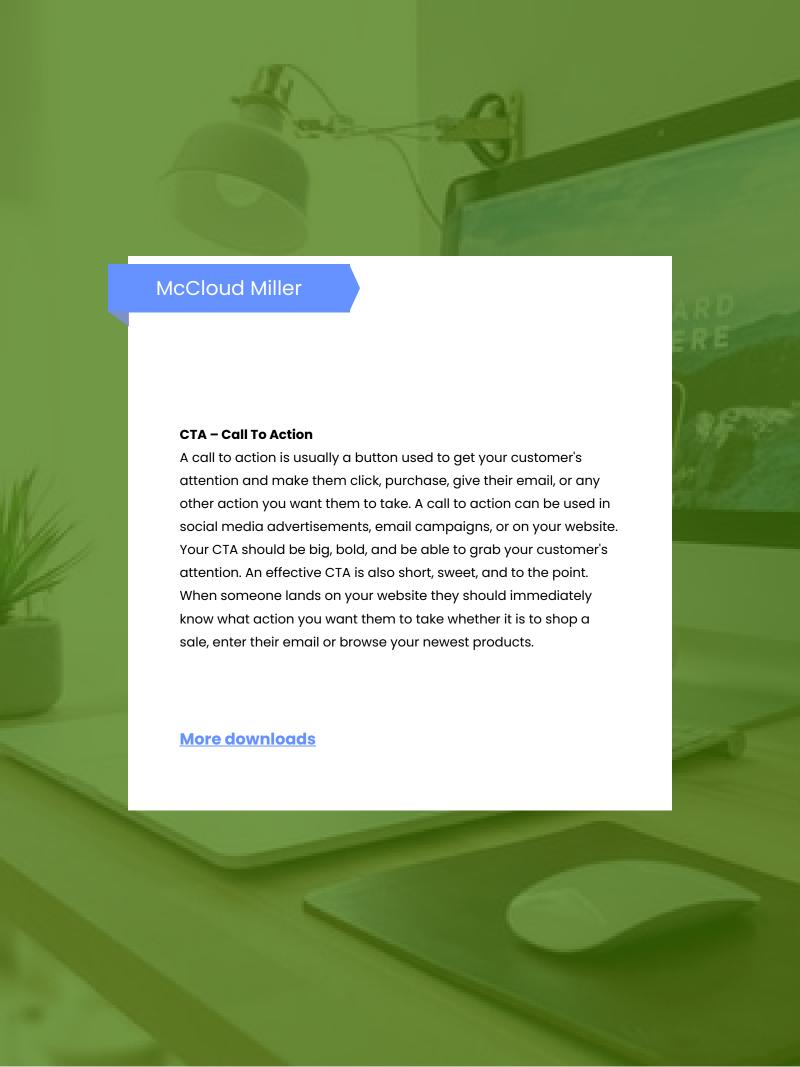
A minimum viable product (MVP) is an offering that has enough features to initially satisfy your target market.

Producing an MVP is the end goal of the product development stage (which precedes the introduction stage) of the product lifecycle. Your GTM strategy is essentially a blueprint outlining how you will introduce your MVP.

A/B split testing

An A/B split test is an experiment that compares two variables by presenting those variables to a randomly "split" audience over a specific period of time. As long as the experiment is controlled and unbiased, A/B split testing is a great way to understand which marketing tactics reap the best results for your business.

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