

**You
should
know this!
Part 3**

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 :)



McCloud Miller

McCloud Miller

Tech stack (software stack)

A tech stack also called a software stack, is the set of technology and software an organization uses to run its business. For most businesses, that probably involves having a CMS, CRM software, sales acceleration tool, marketing automation platform, and project management program.

It also includes any integrations and servers you need to operate the platforms in tandem.

CMS

A CMS (content management system) is a software that allows marketers to create, design, host, edit, manage, and track the performance of all of their website content.

Popular examples include [HubSpot](#) and [WordPress](#).

[More downloads](#)

McCloud Miller

Marketing automation

In a nutshell, marketing automation refers to software that is designed to automate your marketing tasks. It's centered around nurturing leads through the buying process by leveraging targeted content that addresses your prospect's needs when they want it. Basically, you're sending them information based on their behavior which is much more powerful than just blasting out emails to everyone.

Overall, marketing automation software allows marketers to streamline various tasks, boost their overall efficiency, draw key insights, and drive ROI.

[More downloads](#)

McCloud Miller

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.

[More downloads](#)

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](#)

McCloud Miller

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.

[More downloads](#)



McCloud Miller

Go-to-market (GTM) strategy

A go-to-market strategy (GTM) strategy is a plan specifying how you will present your product's unique value proposition so you can reach your customers and achieve a competitive advantage. The purpose of a GTM strategy is to provide a roadmap for launching a product in a way that will achieve product-market fit— the end goal of your launch.

Product-market fit

When your product fulfills a market's needs, you achieve product-market fit. It occurs at the intersection of the introduction and growth stages of the product lifecycle.

In order to obtain product-market fit, you first need to create a minimum viable product (MVP)

[More downloads](#)

McCloud Miller

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.

[More downloads](#)

McCloud Miller

CTA – Call To Action

A call to action is usually a button used to get your customer's attention and make them click, purchase, give their email, or any other action you want them to take. A call to action can be used in social media advertisements, email campaigns, or on your website. Your CTA should be big, bold, and be able to grab your customer's attention. An effective CTA is also short, sweet, and to the point. When someone lands on your website they should immediately know what action you want them to take whether it is to shop a sale, enter their email or browse your newest products.

[More downloads](#)

Building the Human Capital of Tomorrow!

**Click below to get an exclusive 20% discount code
that you can use on any of our
services!**

HEADHUNTING - GROWTH - ASSESSMENT - DEVELOPMENT
WWW.MCCLOUDMILLER.COM

GET MY 20% DISCOUNT!

Attract

Created with Growth Tools in Partnership with Leadpages