You should know this! Part <u>2</u>

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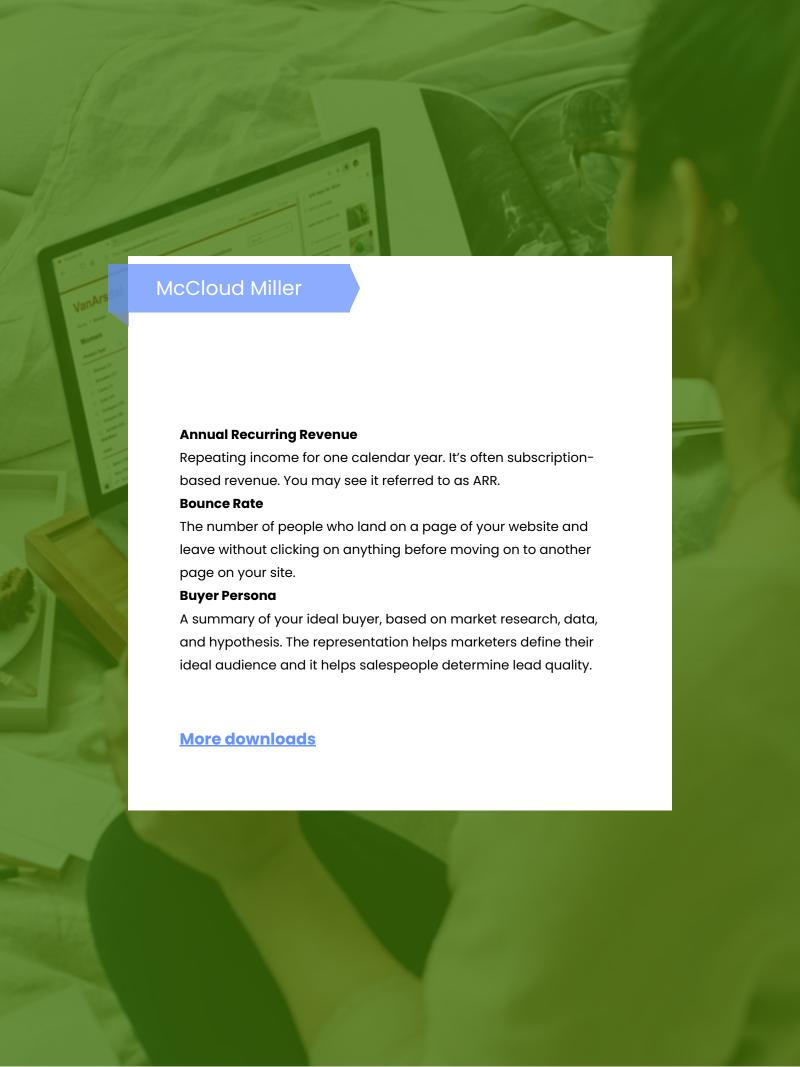
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Step Up Your Game

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 2:)



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Churn

The percentage of customers who cancel a product or service or leave within a specified time period.

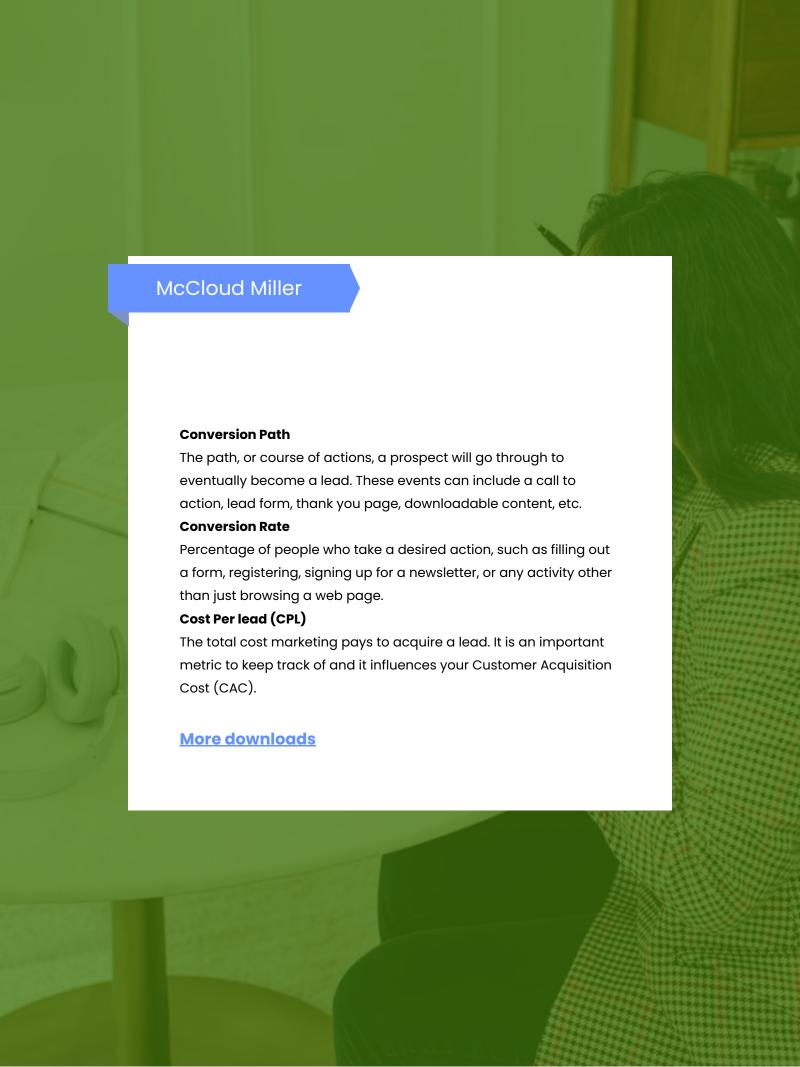
Click Through Rate (CTR)

This number shows the people that move through your website or marketing campaigns. It's actually the "clicks" or actions prospects take, divided by the total number of actions people could take. Hence, the name "clickthrough rate."

Content Management System (CMS)

A program that manages all of the aspects of creating content. These may include editing, indexing, navigational elements, etc.

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Cost Per Click (CPC)

An advertising metric that marketers use to determine the amount they will pay for ads based on how many clicks the ad receives.

Customer Acquisition Cost

A measurement that allows you to assess the cost of scaling up your business. It can be calculated by dividing the time and money spent on customer acquisition for a specific period of time by the number of new customers gained. (Money + Time Spent)/Number of New Customers)

Dark

A term used to describe a prospect who no longer responds to any type of communication.

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Ebook

Also referred to as a lead magnet, ebooks are generally a piece of longer content designed to generate leads.

Engagement Rate

A measurement of likes, shares, comments or other interaction a particular piece of content receives.

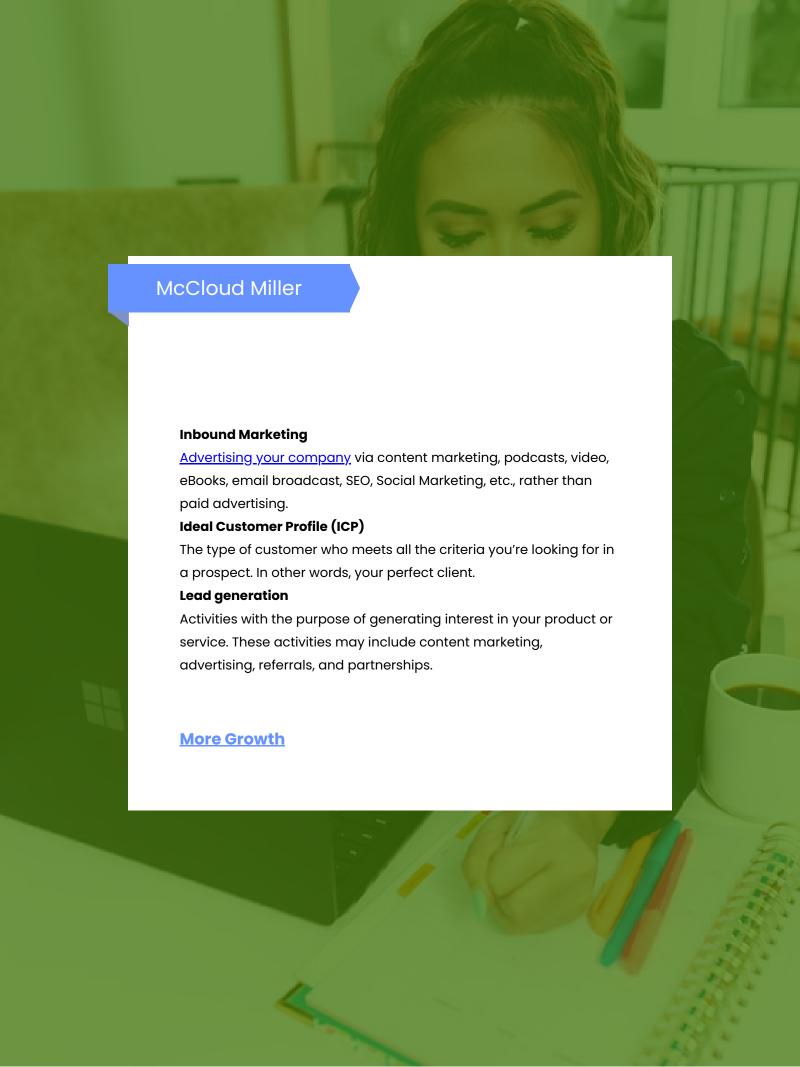
Evergreen Content

Content that is valuable to a reader today, in 5 years, and in 10 years. This "evergreen" content is timeless, offers the highest-quality information, and offers huge SEO benefits.

Friction

Any aspect of your website that is hard to understand, distracting or causes visitors to move on from your page.

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Lead Nurturing

Engaging and building relationships with potential customers through a variety of marketing techniques.

Lead Qualification

Determining whether a client fits your organization's vision of the ideal customer.

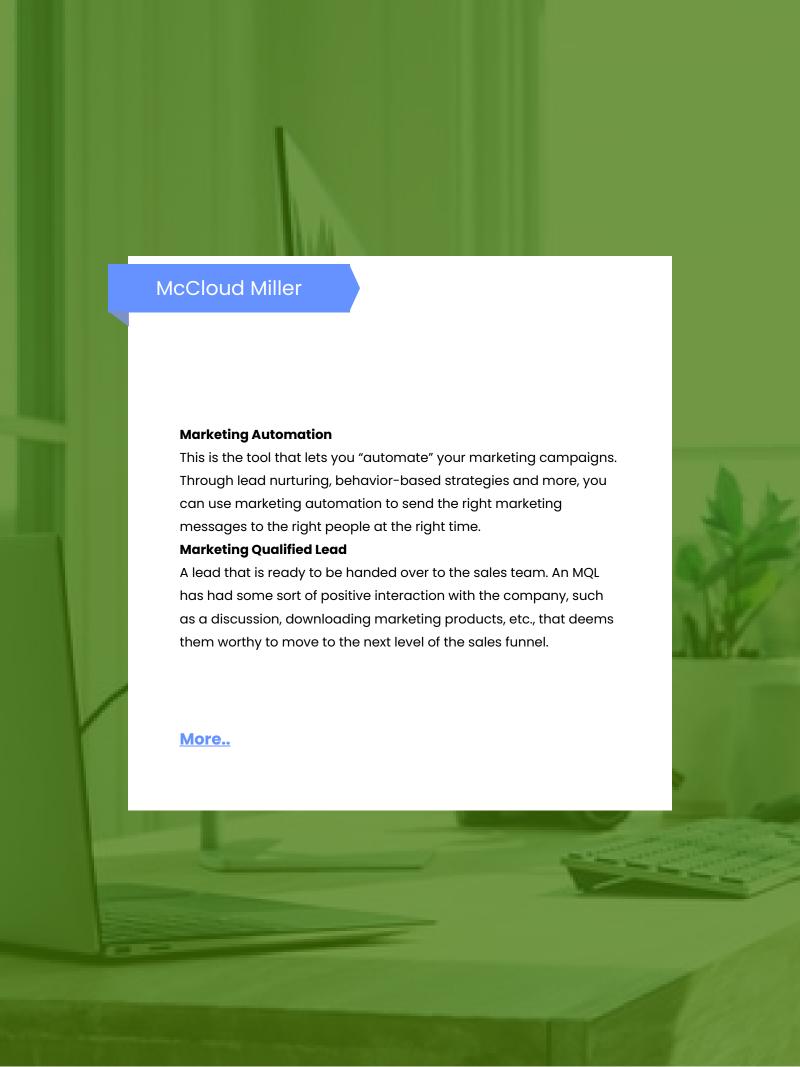
Lifetime Customer Value

A prediction of the net profit attributed to the entire future relationship with a customer.

Loss Aversion

This refers to the psychological idea that people feel more negatively about losing money than they do about the prospect of getting money.

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