

**You
should
know this!
Part 2**

McCloud Miller Group
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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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Annual Recurring Revenue

Repeating income for one calendar year. It's often subscription-based revenue. You may see it referred to as ARR.

Bounce Rate

The number of people who land on a page of your website and leave without clicking on anything before moving on to another page on your site.

Buyer Persona

A summary of your ideal buyer, based on market research, data, and hypothesis. The representation helps marketers define their ideal audience and it helps salespeople determine lead quality.

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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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Conversion Path

The path, or course of actions, a prospect will go through to eventually become a lead. These events can include a call to action, lead form, thank you page, downloadable content, etc.

Conversion Rate

Percentage of people who take a desired action, such as filling out a form, registering, signing up for a newsletter, or any activity other than just browsing a web page.

Cost Per lead (CPL)

The total cost marketing pays to acquire a lead. It is an important metric to keep track of and it influences your Customer Acquisition Cost (CAC).

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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. $(\text{Money} + \text{Time Spent}) / \text{Number of New Customers}$

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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Inbound Marketing

[Advertising your company](#) via content marketing, podcasts, video, eBooks, email broadcast, SEO, Social Marketing, etc., rather than paid advertising.

Ideal Customer Profile (ICP)

The type of customer who meets all the criteria you're looking for in a prospect. In other words, your perfect client.

Lead generation

Activities with the purpose of generating interest in your product or service. These activities may include content marketing, advertising, referrals, and partnerships.

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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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Marketing Automation

This is the tool that lets you “automate” your marketing campaigns. Through lead nurturing, behavior-based strategies and more, you can use marketing automation to send the right marketing messages to the right people at the right time.

Marketing Qualified Lead

A lead that is ready to be handed over to the sales team. An MQL has had some sort of positive interaction with the company, such as a discussion, downloading marketing products, etc., that deems them worthy to move to the next level of the sales funnel.

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