

**You
should
know this!
Part 1**

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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 1 :)



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Middle of the Funnel (MOFU)

The stage of the sales funnel which a buyer enters after they have identified a problem. This is the point at which you position your business as the solution to their problem.

Pay Per Click (PPC)

Pay-per-click is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked. Pay-per-click is commonly associated with first-tier search engines.

Point Of Contact (POC)

The representative who is the decision-maker/facilitator for their organization in terms of marketing and sales.

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Qualified Lead

A lead that is qualified meets your company's criteria, or buyer persona attributes, and is more likely to buy. A marketing qualified lead meets marketing objectives, while a sales qualified lead meets sales objectives.

Responsive Design

A website that changes based on the device the consumer uses. Mobile, laptop, and desktop devices offer different views of a website, and responsive design accommodates for each view, without having to build separate websites for each one.

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Sales Funnel

The entire sales process as a whole – from prospect to paying customer – and all marketing, advertising and sales processes in between.

Search Engine Optimization (SEO)

A method to increase a webpage's performance in web search results. By tweaking elements on a webpage (there are on-page and off-page SEO factors), you can move a webpage up on a search result "page." Marketers generally want to get their website page to appear on page 1 of a search result, ideally at the very top of the page. SEO elements include keywords, title and image tags, links, and more.

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Smarketing

The integration of sales and marketing.

It improves the skill sets and knowledge of both teams.

Top of the Funnel (TOFU)

Whereas Bottom of the Funnel (BOFU) prospects are in the ready-to-buy stage, TOFU customers are at the initial stages of the buying process. They are looking for answers to a problem they just realized they are having. Marketers create TOFU content that helps prospects identify the problem and lead them to solutions.

Unique Selling Proposition

A factor that differentiates a product from its competitors, such as the low cost, the quality, etc..

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User Experience / UX

A user has experience with your brand/website, from the moment they discover you, through the purchase and beyond – where customers become advocates.

Value Statement

A description of your company's top priorities and how those translate into marketing and sales initiatives.

Viral Marketing

A method of product promotion that relies on getting customers to market an idea, product, or service on their own.

Workflow

Series of emails designed to nurture leads.

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Flywheel

Introduced in 2018, the flywheel represents a shift in how marketers think about B2B marketing success. The flywheel places customers at the center of a business and highlights the opportunity for repeat business through relationship building and customer service engagement. It represents how you keeping your customers coming back leads to the success of your company.

Account-based marketing (ABM)

Account-Based Marketing (ABM) is an approach to marketing that flips traditional marketing on its head. Rather than developing buyer personas and then casting a wide net to attract, ABM focuses on finding ways to engage with people from targeted accounts based on your ideal customer profile (ICP).

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Contextual marketing

Contextual marketing is a strategy that's guided by the behaviors and conditions surrounding your marketing efforts so all content is relevant to the person receiving it.

To deliver contextually relevant information, you need to understand the psychographics of your buyer personas to know how to speak to them and what content will resonate with them.

Customer lifetime value (CLV)

The customer lifetime value is the predicted net profit associated with the future relationship with that customer.

To calculate CLV: $(\text{Customer revenue} - \text{Gross margin}) / \text{Churn rate}$

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Growth Marketing / Growth Hacking

Growth Marketing or Growth Hacking is the process of designing and conducting experiments to optimize and improve the results of a target area. If you have a certain metric you want to increase, growth marketing is a method you can utilize to achieve that. Growth marketing can be applied across your business to areas referenced within the acronym AAARRR (sometimes referred to as pirate funnel) which stands for Awareness, Acquisition, Activation, Revenue, Retention, and Referral. By improving these categories of metrics, you can grow over time.

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