You should know this! Part 1

McCloud Miller Group

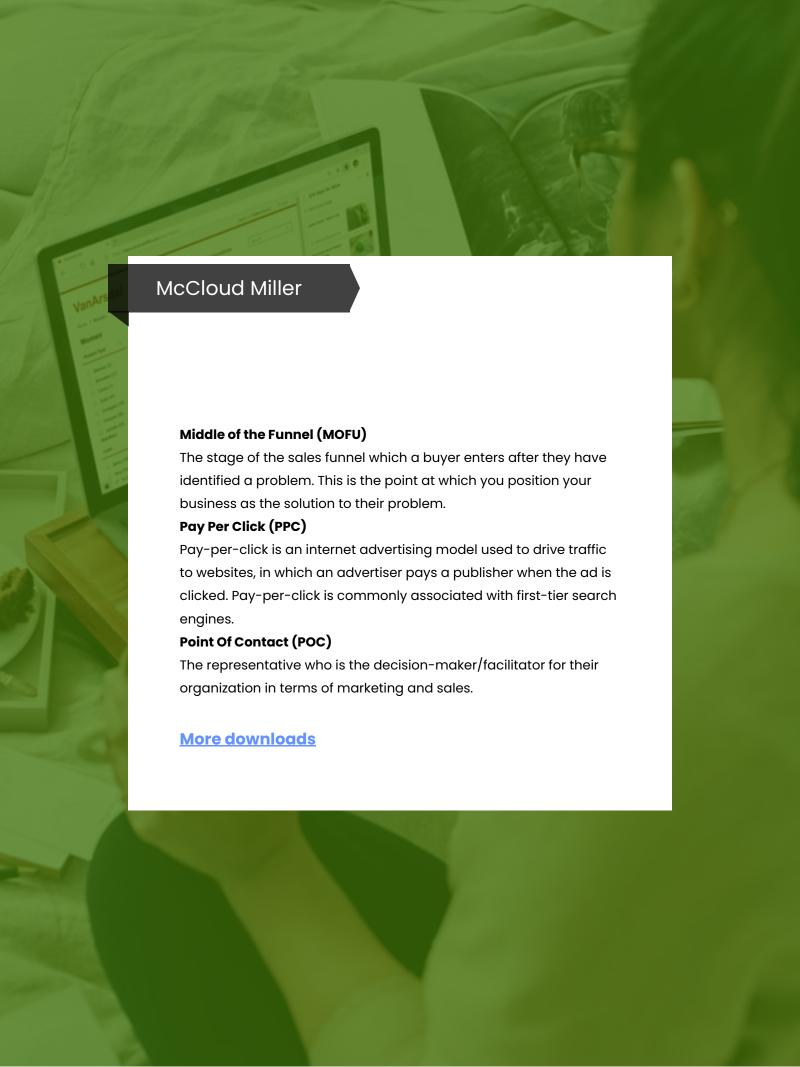
MCCLOUDMILLER.COM

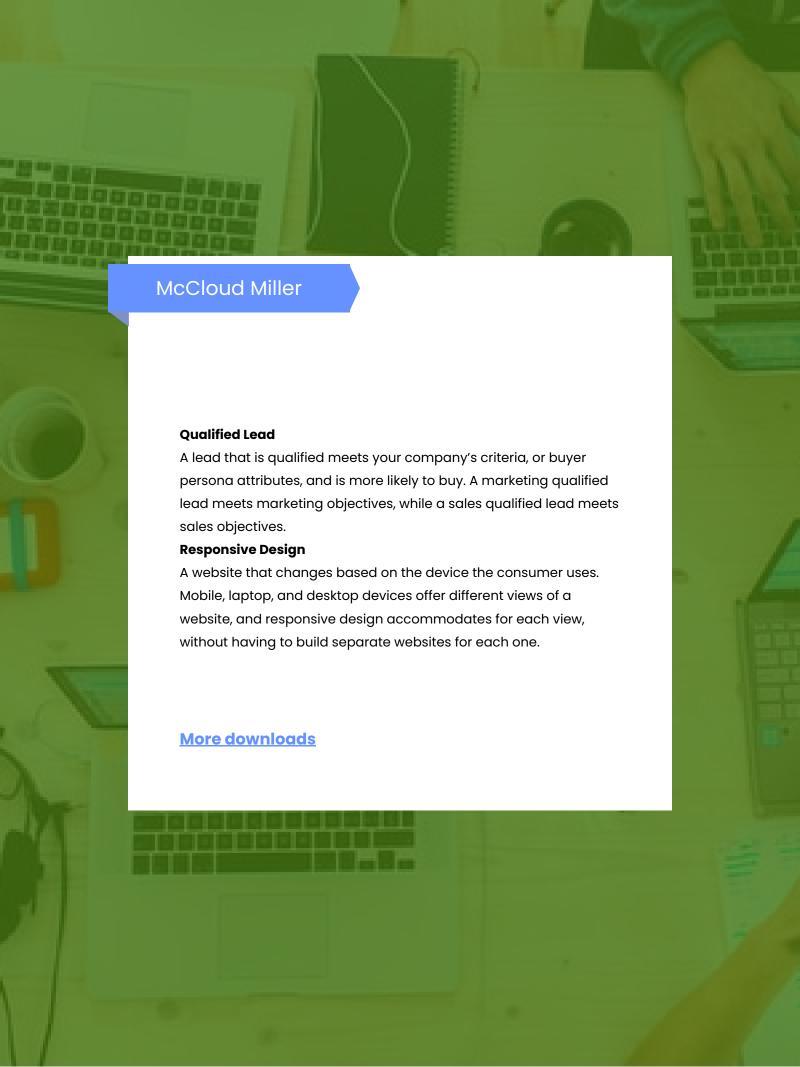
Step Up Your Game

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:)



McCloud Miller





McCloud Miller

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.

More downloads

McCloud Miller 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 readyto-buy stage, TOFU customers are at the initial stages of the buying

process. They are looking for answers to a problem they just

prospects identify the problem and lead them to solutions.

Unique Selling Proposition

the low cost, the quality, etc..

More downloads

realized they are having. Marketers create TOFU content that helps

A factor that differentiates a product from its competitors, such as

McCloud Miller

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.

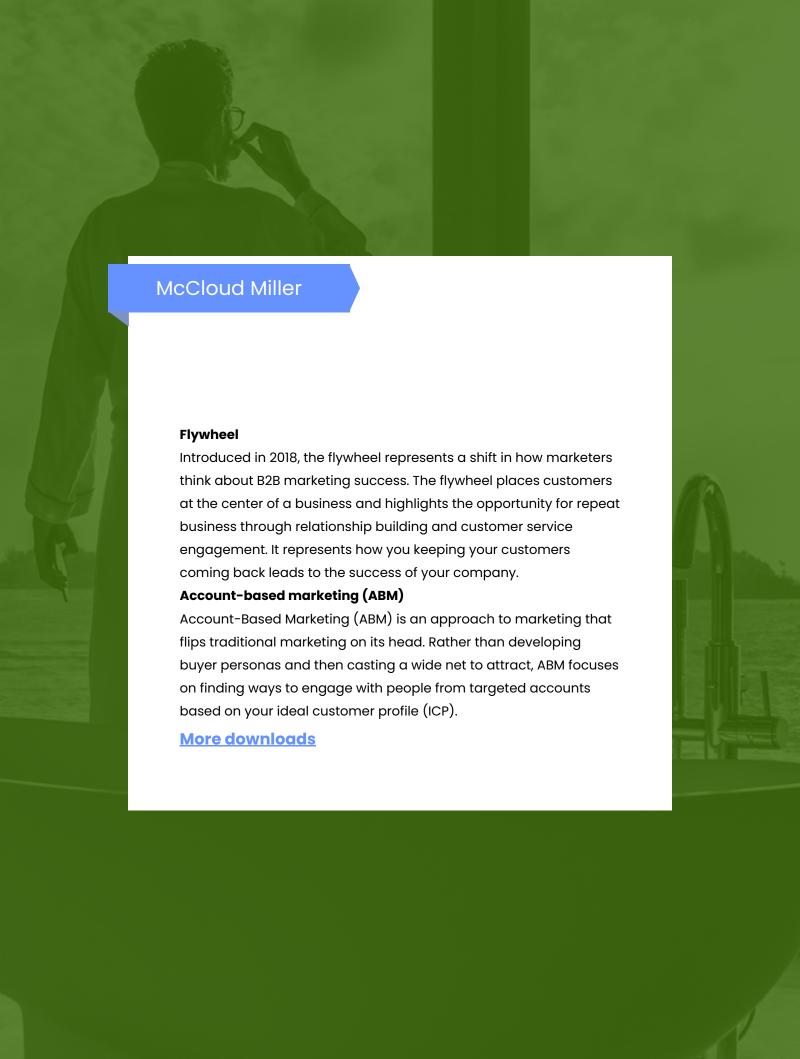
Viral Marketing

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.

More downloads



McCloud Miller

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.

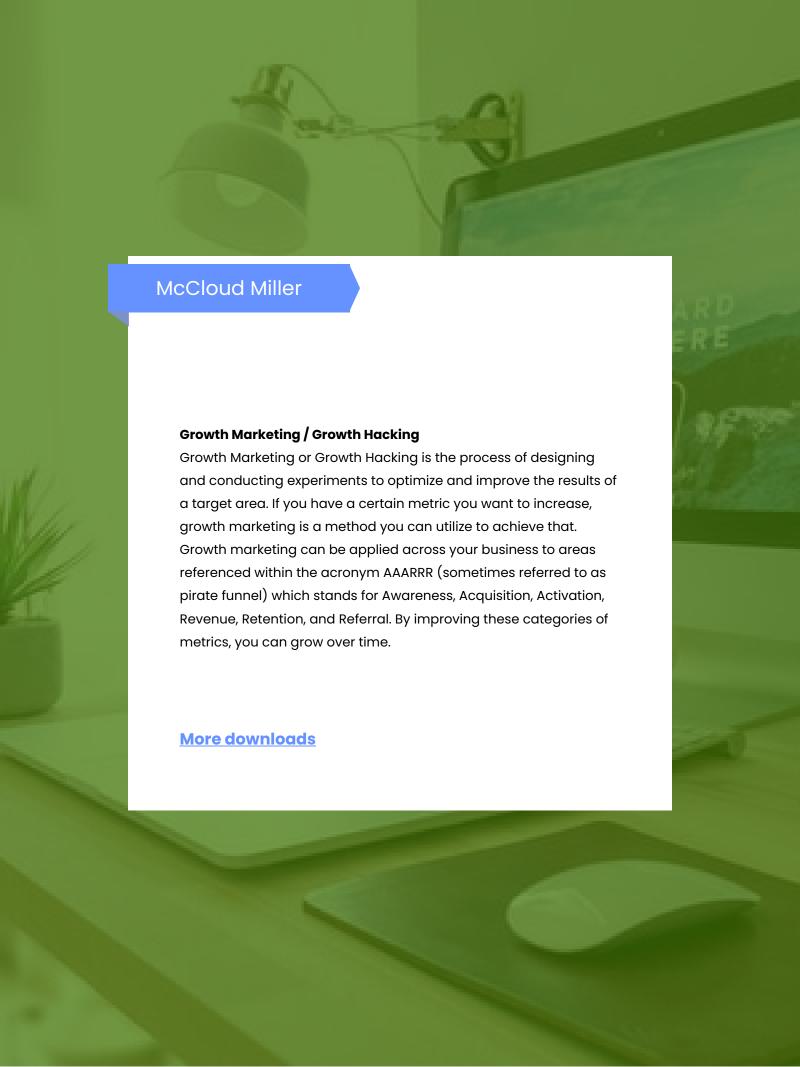
To deliver contextually relevant information, you need to understand the psychographics of your buyer personas to know how to speak to them and what content will resonate with them.

Customer lifetime value (CLV)

The <u>c</u>ustomer lifetime value is the predicted net profit associated with the future relationship with that customer.

To calculate CLV: (Customer revenue - Gross margin) / Churn rate

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!