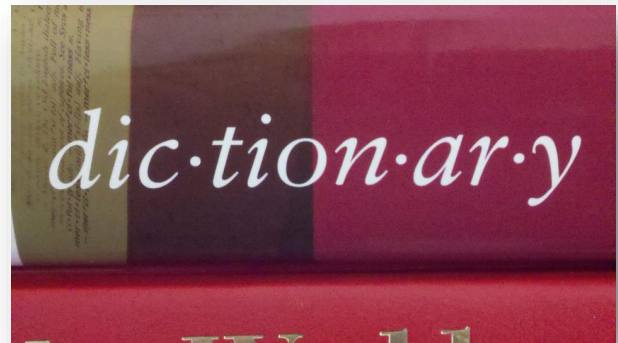


The Copyeditor's Marketing Vocab Primer

Every industry has special vocabulary—that is, jargon—that it uses to refer to well-known but complex ideas in a short space or to sound like an insider. Jargon can become a problem, however, when it's used to avoid addressing that complex idea or when it overwhelms the copy itself.

The copyeditor's job is to determine when the jargon is fulfilling its purpose and when it's harming the copy.



To make that determination, we first need to understand the jargon. For those who want to work with marketing copy, check out the following list of some basic marketing terminology.

Account-based marketing: An approach to marketing that assigns one person at the selling company to work with a prospect or client, with the goal of more deeply understanding their specific needs.

Add-on: Something added to a sale, usually something that enhances the product and is not as expensive as the main product. For example, a company can subscribe to HubSpot's Marketing software. Reports are an add-on to that subscription.

Attention, interest, desire, action, and satisfaction (AIDAS): An approach to making a sale. Sometimes referred to as the *sales funnel*.

1. Capture the prospect's *attention*.
2. Get them *interested* in your product.
3. Create a *desire* for your product.
4. Tell them what *action* to take next (e.g., contact you).
5. Create *satisfaction* through purchase.

Brand awareness: How aware people are of a brand. It can include recognizing the logo without text, understanding what the brand's qualities are, and knowing what products or services are related to the brand.

Brand positioning: How a company differentiates itself from its competitors. It's the company's unique identity.

Call to action (CTA): The statement that encourages the prospect to take the action you want them to take: *Buy now! Sign up for our free newsletter.*

Cross-sell: To suggest (or "sell") a related product with a main product the prospect is considering. "Would you like fries with that?" is a cross-sell.

C-suite: The collection of chief officers a company employs.

Demand generation: A marketing strategy that relies heavily on data with a goal of creating awareness and interest in prospective customers.

Digital marketing: Any marketing that uses internet-enabled devices to deliver its message. Email, social media posts, webinars, and podcasts can all be part of a digital marketing strategy.

Goal: What you are trying to achieve with specific steps that will lead to an objective.

Inbound marketing: A marketing strategy that draws interested customers to you. For example, a internet-security company that publishes white papers that educate people on some internet security risks and how to avoid them is practicing inbound marketing. The goal is for readers to find the information valuable, think well of the company, and eventually purchase from the company.



Key performance indicator (KPI): A measurement that shows whether your marketing activity worked. The KPI can be any metric that demonstrates whether the goal was met.

Lead: Someone who has identified themselves to you as a potential customer in some fashion, such as signing up for a free email newsletter.

M&A: Mergers and acquisitions.

Market segment: A group of people in your market who share specific characteristics and respond to marketing tactics in a similar way.

Martech: Abbreviation for "marketing technology," that is, technology you can use to perform marketing tasks. Facebook's advertising platform is an example of martech; it allows marketers to place ads on Facebook.

Objective: What you are trying to achieve over the long term.

Omnichannel marketing: A marketing approach that applies the same marketing strategy across all channels (methods of communication, e.g., in-store and online) and devices (computers and handhelds). The goal is a unified experience for the consumer, no matter where they interact with the company.

Outbound marketing: A marketing strategy that sends a company's marketing message out to everyone. An ad on Facebook or in a print magazine is a form of outbound marketing.

Prospect: A lead who has engaged in two-way interaction with you and has indicated they are getting ready to make a purchase.

R&D: Research and development.

Strategy: The method you will use to achieve your objectives.

Tactics: The specific tasks you will take to reach a goal.

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Tagline: A sentence or two that captures the main benefit or idea of a company, brand, or product. A slogan.

Touch point: The moment when someone interacts with your business, either with a person or with something that represents your business, like your website or an ad.

Unique selling proposition (USP): Something about you or your product that separates you from your competitors.

Upsell: To suggest (or "sell") a higher level of a product the prospect is considering. "Would you like to make that a large instead?" is an upsell.

What's in it for me? (WIIFM): The question every prospect is ultimately concerned with when considering a purchase and the one every marketer should answer.