Digital Marketing 101

Your guide to the essentials of building a successful brand.

GA **GENERAL ASSEMBLY**

+ **BLOGLOVIN'**

If you're new to it, the sheer scope of digital marketing can be daunting. Between all of the different online channels, tools, and strategies, you may be wondering, "Where do I start?"

Enter Digital Marketing 101, your guide to the field's need-to-know tools and techniques. From paid advertising, to content planning, to establishing influencer partnerships, you'll gain actionable tips from experts for building and optimizing your own successful brand.

Section 1

—

Your brand is everything you do.

Developing Your Brand Strategy

Before you start planning and executing a digital marketing strategy, you must first establish your brand. Branding makes perfect sense to experienced advertising and marketing professionals, but to the startup or small business owner, the term can be hard to nail down. Here are some solid steps you can use to create and execute your own brand strategy.

START WITH "WHY?"

Where you start your branding strategy is essential. Simon Sinek's 2009 TED Talk is all about why your first question should be "Why do we exist?" This understanding — and the ability to clearly and concisely articulate your "why" to your target audience — will be the foundation of your entire brand. Your "why" must be based on solving a problem for a large enough market segment to create a sustainable business. Your business should exist to solve someone's problem. Remembering the following point throughout the brand strategy creation process, and use it as a guidepost for choosing future marketing tactics: Your brand is everything you do.

You can create your core branding statement by describing, as briefly and simply as possible, why your business exists. This statement should address a problem for a market or market segment. For example: "ABC company builds MVP web apps for startups in two weeks for $5,000." This identifies the customer segment (startups), the problem (startups need a minimum viable product to get to market and test an idea quickly), and the solution (MVP in two weeks for $5,000). Furthermore, ABC company understands that startups don't have much money or much time, and it has addressed both constraints.

KNOW YOUR CUSTOMERS

At some point, you'll be able to meet and get to know your actual clients. But before that, when you're just starting out, you'll still need to "know" your customers — as in, understand who you are trying to reach. Create a persona of your ideal customer, name them, understand the words they speak, where they get information, and, most importantly, where they look to find what your business offers. Ultimately, complete customer profiles include an understanding of their identities, needs, and behaviors.

Your customers' needs should match up exactly with your business' "why?" In other words, your customers should need your solution to their problem. Therefore, you must have a deep and complete understanding of that problem, which usually comes from your own personal industry experience.

UNDERSTAND YOUR BUSINESS MODEL

In short, your business model answers the question of "How do I make money?" Ultimately, you make money by providing value to a customer, who then pays you for your product or service. That's the easy way to think about it. But you also have to go deeper and consider the following:

- How does your customer learn about your business? (Marketing.)
- How long does it take for your customer to get from learning about your product or service to purchasing it? (Sales cycle.)
- Where, specifically, does this purchase transaction take place? (Distribution.)
- How do you deliver your product or service? (Delivery.)
- Is your customer a one-time purchase, subscription, or repeat customer? (Lifetime value.)
- What kind of support does your product or service require, and how do you deliver that support? (Customer service.)

No two businesses are exactly alike, and, if they are very similar, branding is what sets them apart to a customer. Your brand is everything you do, and if you are not intentional about defining it, the market will define it for you.

Section 2

Measuring Your Digital Marketing Efforts

"You can manage only what you measure." There are many different versions of that mantra, and all of them hold true. Just like in fitness and weight loss, if you don't start with a baseline, take regular measurements, and see what's working — and what's not — you can't make successful, data-driven decisions.

Here, we've outlined a few practical tasks to help you determine how best to grow your digital presence by leveraging marketing analytics.

GETTING STARTED

The key to data-driven marketing is a high-quality web analytics tool like Google Analytics. There are other tools out there, including KISSMetrics, but Google Analytics is free and easy to connect to your web properties (i.e., sites, social media profiles, etc.).

Knowing that you can only manage what you measure, you should aim to measure everything. You're not going to report on it all, but your business' entire web presence or mobile app should be connected to your analytics package from day one. You should also compile a list of all the metrics you think you may need to monitor now or in the future.

ESTABLISHING METRICS

Out of this overall list, your key performance indicators (KPIs) should be the top three to five metrics you'll look at every day, or at the very least once a week. For an eCommerce site, these metrics may (and should) include the following:

- Page views (Number of products visitors viewed)
- Click-through rate, or CTR (CTR from various online ads)
- Conversion rate (number of orders divided by number of website visitors)
- Average order amount (Are customers buying one product or several?)

For a media site, your KPIs will differ and include metrics like:

- Pages per visit (Number of articles visitors read)
- Time on site (Length of time visitors browsed and read articles on the site)
- Conversion rate (Number of email subscribers divided by number of website visitors)

Keep in mind that, especially if you're starting from zero, your KPIs will change over time. For example, your measurement of "new visitors" will change, because in the first month, almost all of your visitors will be new. After you ramp up (timing depends on how well you market your site and the total size of your audience), you'll set a monthly average goal for new visitors. Also, once you know your baseline average order amount, you'll want to set a monthly goal to increase that average, because this means increased revenue.

If you're starting from zero, your KPIs will change over time.

How will you keep tabs on all of these numbers? Google Analytics. As a digital marketer, it's essential that you understand the platform and its capabilities. The Google Analytics team has set up and continues to maintain a robust library of videos on the Google Analytics YouTube channel. You should bookmark this channel and commit to learning the tool inside and out as you grow your expertise. As you know, you can manage only what you measure, and if you don't know how to measure it, you'll never be able to measure and improve it.

Once you've launched your website, you'll want to improve it. Another tech adage says, "All software is 85% complete." It's never completely "done." But how do you know what to change next? You measure everything. And the "OODA" loop can help.

The four steps of the **O.O.D.A.** loop are Observe, Orient, Decide, Act, and promote a constant cycle of learning.

Observe Another word for "measure." All of your data is in your analytics tools (e.g., Google Analytics). Make them a part of your daily life.

Orient Determining what happened. Why did you get so many visitors at 3 p.m. last Tuesday? Why did your email subscribe rate drop? Why did you sell three times as many widgets this week as last?

Decide What are you going to do next? Change the email sign-up process. Reduce the steps in the checkout process from six to two. Add images to your blog posts. And, no matter what, make sure to make these decisions based on data.

Act Implement what you've decided. Base your plan on the data you collected by creating and measuring a new experiment.

Let's sum up what we've learned. With today's digital marketing technology, it's easier than ever to make data-driven decisions. It's also easy to make changes to a website and measure the effect of the changes through an online analytics tool. By using the OODA loop, we can determine what works, what doesn't, what to do next, and when to do it. We make decisions based on data because we have that data at our fingertips.

Section 3

Understanding the Digital Marketing Funnel

The term digital marketing is a misnomer. It's marketing. We focus on delivering our message to our audience digitally — but it's still marketing. The fundamental purpose of marketing hasn't changed, but the ways in which we communicate with our audiences and the speed with which we reach them has evolved dramatically.

Let's now focus on how to determine the reach you'll require to achieve the goals of a campaign. We've outlined steps, beginning at the very bottom of the funnel with conversions, which could be orders, email addresses, or registered product users. We'll work our way up the funnel, and then explain the math. For this example, we will use orders of a widget that costs $50.

Revenue At $50 per widget, how many widgets do we need to sell to meet our revenue goal?

Average Order Amount We only sell one product, the widget, but how many widgets does each customer purchase on average?

Orders Given our average order amount, how many orders do we need to reach our revenue goal?

Conversion Rate What percentage of website visitors do we to convert into orders?

Website Visitors How many prospects reach our website?

CTR What percentage of people who see our content in ads, email, blogs, and social media click through to our website?

Total Reach Given our CTR, how many individuals need to see our content in order to meet our website visitors goal?

Time Over what period of time are we going to measure these results?

Budget How much money will we have to spend to achieve our goals?

These terms are common to all digital marketing campaigns, and there are more we haven't covered here. Below, we explain the math used at each level to progress through the funnel.

Revenue Our revenue goal is $10,000 per month.

Average Order Amount Our customers, on average, purchase 1.75 widgets each time they place an order, resulting in an average order amount of $87.50.

Orders At 1.75 widgets per order, we need 115 orders each month to reach $10,000 (we rounded up from 10,000/87.5=114.29).

Conversion Rate Our historical conversion rate is 3.6%, meaning that if 1,000 visitors reach our website, we will get 36 orders at an average of $87.50 each.

Website Visitors To reach our goal of $10,000 in revenue per month at $87.50 per order and a 3.6% conversion rate, we will need 3,174 website visitors each month.

CTR Our average click-through rate across all content (ads, email, blogs, and social media) is .975%.

Total Reach Knowing that our CTR is .975%, in order to get 3,174 website visitors, we will need to reach 325,538 prospects with our marketing efforts (3,174/.00975=325,538).

Time We'll need to reach this many prospective customers for our widget each month.

Budget Across Google, Facebook, and Twitter ads, our average cost per click (CPC) is $1.38. Therefore, we will need to budget $4,380 (site visitors*CPC) to reach our monthly goals, and our return on investment (ROI) on these ad spends will be 128% (($10,000/$4,380)-1)=1.28 or 128%).

The best measurement of future performance is past performance. All marketers would do well to know how their previous campaigns have performed so they can forecast for future campaigns and know if they are doing better or worse than before. The historical numbers in this example represent what we know about our existing marketing funnel. We use math or business goals to get the other numbers.

Marketing is all about the numbers, starting with your "bottom-of-funnel" goal, which, in this case, is $10,000 per month in revenue from a $50 widget. To get that $10,000, we need to spend $4,380 and reach 325,538 people in our audience.

Section 4

Owned Content Marketing

When it comes to marketing strategy execution, the best place to start is the part that requires no ad spend: owned content. So, what do we consider "owned content"?

Web Copy The words you use on your website(s) should match up and complement the words you use to describe your brand so that your audience consumes a consistent message, regardless of medium or device.

Images All images you curate or create for use on your website, in any social share, and in marketing emails should reflect your brand, message, and audience.

Blogging The most dynamic and influential content on your website is your blog, which tells your audience the story of your brand as it unfolds. This content is where prospects and customers alike can learn from you, learn to trust you, and ultimately learn what your brand is all about. Use them to set your brand apart as an authority in your market space.

Social Sharing Sharing on Facebook, Twitter, Instagram, LinkedIn, or any other social channel is about more than

just sharing. Every word you write and every image you post is content, and should all reflect your brand and offer value to your audience.

Email Marketing

Email newsletter
A regular, consistent newsletter to an opt-in audience has the power to drive your business. This audience has given you permission to contact them regularly for the purpose of teaching them, influencing them, and sharing what you have to offer. Every word and image in these emails is critical.

Transactional email
Any time someone places an order or signs up for something (like an email newsletter) on your website, they should receive an automated email. This email is a powerful opportunity for you to connect with that customer, as they will expect a confirmation of the transaction.

Behavioral email
When someone performs — or does not perform — a certain action on your website, tools like customer.io give you the ability to reach out to that prospect. Connect again to reward an action or, if a person left a shopping cart abandoned, for example, spur them to action with an offer.

Individual email
Many businesses, small and large, omit individual employees' email from their branding and marketing. But think about how many emails you yourself send every day to customers and prospects. You should insert your brand and a call to action in your personal email signature. That, too, is owned content.

Publishing your own content is the most efficient way to market to your target audience without spending any hard cash.

Everything you produce and publish for your digital audience is considered "owned content" because, by definition, you created it, published it, and own it. Owned content can be just as valuable as paid ads. One powerful example is Arby's tweet to Pharrell during the 2014 Academy Awards, which continues to add to its 78,000 retweets to this day.

That Oscars moment is one in a trillion, so the more reliable approach would be to create and maintain an owned content calendar for every week, month, and year in your marketing plan, and abide by it. It takes a lot of time, hard work, and collaboration to create this calendar, but ultimately, publishing your own content is the most efficient way to market to your target audience without spending any hard cash.

Finally, all the owned content you create has one very powerful benefit: search engine optimization, or SEO. SEO is what gets your site the top ranking on a search engine results page when a prospective customer searches using keywords contained within your owned content. Why? Because those are the words that describe your brand and the value you offer to your customers. Google loves fresh, consistently updated content from your website, blog, and Twitter feed.

In your owned content, all of your words and images matter, so plan and execute them carefully, frequently, and consistently.

Section 5

Paid Social and Search Advertising

Whether your monthly marketing budget is $25 or $25,000, the reach you can achieve by targeting your audience through paid search and social advertising has never been more cost efficient.

Here are the five questions you should answer before you spend a dime:

1. Budget: How much money can you spend each month? Spending a lump sum only once is useless.
2. Goals: What specifically do you want to accomplish with your ad?
3. Audience(s): Who exactly are you trying to reach? Why?
4. Message: What message do you want your audience(s) to hear?
5. Content: What types of content (text, image, video, or a combination) will you show your audience(s)?

Once you've answered these questions clearly and concisely, you should be well on your way to deciding which advertising channels will work best for your marketing goals. Whether it's via Google AdWords, banner ads, or retargeting, no channel is one-size-fits-all, so you should understand the strengths and weakness of each.

Google, Facebook, and Twitter are usually regarded as the easiest paid channels to use, because their processes for building and executing an ad campaign are simple. Google owns 98% of search advertising traffic, so if you learn to use the Google Keyword Planning Tool in AdWords, you are almost guaranteed traffic. Remember, however, that every click costs you money.

As of 2016, Facebook has 1.86 billion users. Its reach is extensive, and, because Facebook has so much data on its users, it comes with the ability to hyper-target your audience.

Twitter's user base is much smaller than Facebook's but stronger in many market segments such as technology. Twitter's campaign planner is simple to use and, like Facebook's, asks you upfront what you're trying to accomplish.

The key to any digital advertising campaign is testing and measuring until you determine the ad types, channels, messages, and audiences that garner the best results. What's advantageous about any digital ad campaign is that you can run it for any custom length of time — even one day — and then measure the results.

Google owns 98% of search advertising traffic [...] so you are almost guaranteed traffic.

Section 6

Creating Your Content Marketing Calendar

In marketing, timing is everything, and the two key components of timing are frequency and consistency. So now, let's move past what and how, and look into when.

The most valuable tool in your arsenal helps you know when to act, how to maintain your frequency, and, more importantly, how to be consistent. This tool is your content marketing calendar.

WHY DO YOU NEED A CONTENT MARKETING CALENDAR?

At the most basic level, it's so you don't wake up each morning and say, "Gee, I wonder what kind of stuff we'll tweet and blog about this morning?" As a professional digital marketer, you need to think about what you'll be doing one, two, three, and even six months from now. However, you also need to monitor current events to see how you can catch a social wave (like Arby's did during the 2014 Oscars). That moment wasn't planned, but Arby's was ready. You need a marketing calendar so you can plan your marketing year down to the day and be ready to participate in daily events via social media.

Our first rule of thumb is KIS: Keep It Simple. That said, use a tool you know and are familiar with, like a spreadsheet, Google Calendar, or another calendar app. There are dozens of examples of effective marketing calendars available at the click of a mouse. Here are just a few:

- Insightpool
- Moz
- CopyBlogger
- Content Marketing Institute

Now that you've got a template from a third party or made one yourself, here are the main points you need to include for each campaign or piece of content:

- Date: When will this campaign or content be published?
- Name of the topic/campaign: Choose a title to use for this content (blog, article, post, etc.) or campaign.
- Owner: Who is the owner or author of the content or campaign?
- Status: The current status of the content/campaign as it moves through your production process.

You may or may not add to these points, and that is OK. The main point of this exercise is to create a calendar system that works for you and your marketing team, keeping you aware of and accountable for when each item must be completed.

PLANNING AND CREATING YOUR CALENDAR

Every business is affected by some sort of "season" or seasonality. For example, retail businesses are strongest between October and December. Software or software-as-a-service (SaaS) businesses are slower in the summer and have high points at the ends of calendar quarters. What events does your business participate in? You may consider building your marketing calendar around those events, or around one particular event, such as a trade show or annual conference.

Once you've identified these events or seasonal patterns, build your calendar accordingly. Additionally, for social media, you can engage your audience by sharing content related to events like holidays, the "back to school" season, or Breast Cancer Awareness Month. Take a 100,000-foot view of your brand's annual cycle, and plan your marketing efforts around it. Then, work backward based on how long it will take to produce, approve, and launch each campaign or content piece.

You'll be surprised at how quickly the calendar fills up, and then you'll recognize the remaining gaps you can fill.

EXECUTION IS EVERYTHING

There's an adage in the startup world that goes something like this: "Ideas are easy, but execution is everything." In other words, it doesn't matter how incredible your "change-the-world" idea is if you can't execute it, and a simple idea, when executed well, has the power to change the world. Your calendar is a prominent part of your ability to execute even the most complex of marketing campaigns.

It's also helpful to remember that no one is perfect. Life happens. You're going to miss a deadline, misspell a word in a tweet, share a bad link, or think you've posted to social media when you haven't. Your calendar is a reminder, not a taskmaster. It's up to you to create the system that works for you, and then abide by it.

Every business is affected by some sort of "season" or seasonality, [so] plan your marketing efforts around it.

A Beginner's Guide to Influencer Marketing

Many marketers tend to think of influencer marketing as an extension of their social media strategy, and, in many respects, it is — much of the content typically lives on various social media channels.

Engaging influencers means brands get:

A one-stop shop. A model, writer, photographer, and editor, all in one person.

Built-in distribution with content and messaging optimized by social channel. (Influencers know their audiences best, including the nuances between user engagement on Instagram versus YouTube, etc.)

Original content, along with the ability to repurpose and reuse content and further amplify it on the brand's own channels.

Evergreen and SEO-friendly content that can provide ongoing value long after the campaign is over.

The ability to tap into niche and engaged audiences, which can be difficult to reach with traditional paid media.

Influencers are extremely valuable, which means marketing costs may be higher than paid social marketing — something marketers don't always fully consider. From influencer identification and activation to campaign management and reporting, a hefty amount of work goes into ensuring success when it comes to influencer campaigns.

INFLUENCERS ARE NOT DISPLAY ADS

Be sure to identify the right influencers
Many marketers find this to be the hardest part. Aesthetic, quality of content, audience reach, engagement, and demographics, and, most difficult to predict, professionalism are all key aspects consider when choosing an influencer.

How many influencers should you work with?
Should you work with mega- or micro-influencers? These decisions should be made based on careful consideration of your budget and goals/KPIs.

Strike a balance between brand control and authenticity.
 If you've been careful in identifying the right influencers, you should relinquish creative control to them and trust them to understand how to best engage their audiences. One of the biggest mistakes a marketer can make is to overly control the messaging (if you want complete control of the content, you may as well create and promote it yourself!). Savvy consumers can quickly sniff out inconsistent and inauthentic messaging in their social feeds — 61% say content that doesn't feel genuine would deter them from engaging with sponsored social posts.

—

One of the biggest mistakes a marketer can make [in an influencer campaign] is to overly control the messaging.

Know your goals and KPIs As with any other marketing channel, goals and KPIs should be set at the onset of an influencer marketing campaign and tracked with proper management and reporting. Are you looking to increase brand awareness? Drive traffic? Boost sales? Different goals dictate every-thing from type of influencer you engage, to the type of content that should be created, and the channels that content should live on.

Measure Without a way to measure success, brands can come away from a campaign without a clear idea of whether or not they are actually happy with the results. Measuring each piece of content, for each influencer, on each social channel is a lot to keep track of, but there are platforms that can help. Brands would be remiss if they did not properly allocate resources to tracking performance before launching a campaign.

Optimize and iterate Savvy marketers regularly evaluate what's working in a campaign and what what's not, be it the influencer, channel, or content. They then take what they've learned and make adjustments accordingly.

NOW WHAT? BEYOND INFLUENCER CAMPAIGN

Continue to track your results At Bloglovin', we have worked with clients who were pleasantly surprised to find that the content created by influencers (especially on blogs and Pinterest) continued to drive traffic and engagement well beyond the end of the campaign. We always urge clients to continue tracking and see what delivers value on an ongoing basis.

Cultivate long-term relationships Your brand collaborates with more and more influencers, continue to keep tabs on who you work well with, and develop deeper relationships. We see brands that work with several of the same influencers again and again, while always looking to incorporate new people into the mix.

Repurpose and reuse In a recent study, in which we spoke with 100 marketers, 85% said they continue to draw value from influencer content long after a campaign is over. They often repurpose this content for use on their own social media accounts or owned and operated channels, as well as for retargeting, native, or programmatic ad placements on other platforms.

Digital Marketing Glossary

A

Analytics

In digital marketing, analytics is the information resulting from systematic analysis of data or statistics gathered from marketing activity such as email marketing, landing page A/B testing, or Google AdWords purchases.

Average order amount

The amount of all orders, divided by the total number of orders. This figure is used in digital marketing to help calculate the necessary reach of a campaign, along with click-through and conversion rates.

B

Banner ads

Also known as display ads, these advertising units are images that advertisers place on known publishers' websites in order to attract or re-attract their target audiences.

Baseline

An established level of normalcy. For example, in digital marketing, the normal or regular number of unique visitors per day to a website.

Behavioral email

An email generated when a known user performs a certain action on a website, such as watching a video, and the owner of the website then contacts the user as a follow up regarding this behavior.

Blogging

Derived from the term "web log," a practice in which a user actively updates a visible section of a website in order to inform or attract users and customers on a regular basis.

Brand

A business' brand is the sum total of all its users' and customers' opinions of that business. A business can choose to intentionally shape its brand or allow the market forces to shape its brand.

Business model

An entity's business model defines how the business creates its product or service, delivers the product or service to the intended audience, and then collects payment for the service or product from the intended audience.

C

Channel

A delivery mechanism; in digital marketing, a business' message is delivered via one or more marketing channels such as email, social media, blogging, or advertisements.

Click-through rate (CTR)

The percentage of a targeted audience that is exposed to a marketer's message and then clicks on the link provided to land on the marketer's web property.

Consistency

The importance of continuing with a course of action, such as blogging, in a regular frequency in order to repeatedly expose the intended audience to the marketer's message. A tool that provides a time-based structure and discipline for the digital marketer in planning, assigning, creating, and delivering content to a target audience.

Content marketing calendar

A tool that provides a time-based structure and discipline for the digital marketer in planning, assigning, creating, and delivering content to a target audience.

Conversion rate

The percentage of unique visitors to a website who are then "converted" into customers, users, or leads.

D

Delivery

When a business' good or service is provided to and accepted by the user or customer. In digital marketing, this is also the receipt of a message from the marketer to a group or individual in the target audience.

Digital marketing funnel

A visualization of the calculations that start with the whole of targeted audiences, then measures those who click on a link from marketing content, then the click-through rate (CTR), conversion rate, total conversions, average order amount, and revenue.

Distribution

The means by which a product or service is delivered to the end user or customer.

E

Earned content

Content not created by the marketer, but rather created and shared by fans of the marketer's message to the fans' social media and other digital connections.

Engagement

In digital marketing, the term for user interaction with a particular piece of shared content: Likes, shares, and comments on Facebook; retweets, replies, and likes on Twitter; and link clicks on all social media.

F

Facebook Ads

The program operated by Facebook that enables paying customers to use hyper-targeting via profile tags and traits and reach a certain specific audience via advertisements placed in the users' timelines.

Frequency

In digital marketing, how often a task is performed. For example, the frequency of blog posts or tweets.

G

Google AdWords

Google's program that enables paying customers to use hyper-targeting via Google Search Engine Results Pages (SERP) to reach a specific audience via advertisements placed at the top and right sides of the page.

Google Keyword Planning Tool

A free tool, provided by Google within the Google AdWords interface, that helps marketers find and plan which keywords to target with their advertising campaigns.

I

Influencer marketing

A marketing tactic that leverages the online reputation of a thought leader/ internet personality. Influencers are paid to promote brand messaging directly through their social media, blogs, etc., in their own words.

K

Key performance indicators (KPIs)

Metrics identified to measure the success of a campaign.

L

Lifetime customer value

The total sum of all revenue estimated over the lifetime of a repeat customer;

often used as a metric in evaluating the pricing and value of a SaaS business.

O

OODA loop

Observe. Orient. Decide. Act. This teaching tool, originating from military training, promotes a constant cycle of learning. In digital marketing, it's used to instill the process of hypothesizing, experimentation, data capture, measurement, and the restating a new, revised hypothesis based on information gathered in previous experiments.

Owned content

Content created or curated by a marketer in order to promote a message to a target audience. Owned content typically consists of blog posts, social media posts, and images, but should also be applied to any message that originates at the marketer's company and is delivered to the target audience, such as staff email signatures.

P

Page views

The number of times a web page or set of web pages is viewed during a given time period.

Pages per visit

The average number of pages viewed by a single visitor during a given time period.

Paid content

Content pushed out by the marketer via any paid means such as Facebook Ads, Google AdWords, Twitter Ads, or banner (display) ads.

Persona

The ideal compilation of all the traits of the "perfect" user or customer for a marketer's product or service.

R

Retargeting

The technology, driven by web browser cookies, that enables a marketer to continually put a digital message in front of a user who has visited that marketer's web property.

S

Sales cycle

The time required for a sales conversion to be completed after the prospect initially becomes aware of the marketer's brand or product.

Seasonality

A business cycle driven by calendar events that occur throughout the year.

SEO

Search engine optimization. The practice of preparing a web property to be quickly, easily, and properly indexed by a search engine (usually Google).

SERP

Search Engine Results Page. The web page that displays the results of a user's search.

T

Time on site

The average time a visitor remains active on a particular website.

Total reach

The total exposure (measured in web users, or "eyeballs") of an advertisement or piece of content.

Transactional email

An automated email driven by a certain type of transaction on a web property — for example, an order or an email subscription signup.

Twitter Ads

Twitter's program that enables paying customers to use hyper-targeting via Twitter users' profile data to reach a certain specific audience via advertisements placed in the users' timelines.

ABOUT GENERAL ASSEMBLY

General Assembly (GA) is a global educational company on a mission to empower a global community to pursue work they love. Focusing on the most relevant and in-demand skills across coding, business, data, and design, GA is confronting the global skills gap through best-in-class instruction and access to exclusive career opportunities.

GA works with students online and in person at more than 20 campuses in six countries. We also work with employers to help companies source, assess, and transform talent. Additionally, our focus on affordable and accessible education, combined with our education-to-employment approach, is helping to create a diverse talent pipeline.

ABOUT BLOGLOVIN'

Bloglovin' connects 10M+ users with their favorite influencers, helps influencers reach a wider audience through the Bloglovin' media platform, and partners with brands through Activate by Bloglovin' — the world's leading influencer marketing platform, with access to 1M+ registered influencers.

Bloglovin' partners with many of the world's most respected brands on native advertising and influencer marketing campaigns, including Burberry, Campbell's, Gucci, H&M, NARS, Post Foods, and Tom's of Maine. Brand and agency partners come to Bloglovin' to identify the right influencers for their brand, create scalable custom content campaigns across influencers' blogs and social channels, and manage and measure these campaigns every step of the way.