

# Content Marketing Jargon

There is an awful lot of jargon out there about content marketing. When you are learning what it is, so that you can decide whether you need to implement it or not, it can all seem quite overwhelming. Here is my list of content marketing terms that you need to be aware of and understand and hence IMPLEMENT in your business.

So before the list - the main thing you need to remember is that Content Marketing is really just solving your customers problems, but just using a variety of media and methods to do that.

## **Audit and Mapping**

A stage in the content strategy process which involves auditing current content and mapping content against buyer stages and personas to identify gaps where new content is required.

## **BOFU - Bottom of the Funnel**

These are content marketing activities that you might choose to utilise when your prospect is nearing the bottom of the customer buying cycle or funnel - i.e, they are ready to part with the cash.

## **Calls to Action**

These are the doing words that entice our readers to DO something. They help convert all that site traffic you're driving through content creation into actual contacts in your database. While not every piece of content you create requires a **lead generation call-to-action** (remember our 2 types of landing pages), your content should include some sort of CTA -- whether to share your content on social, subscribe to your blog, or check out another page on your site.

## **Click bait**

Ever been drawn in by a controversial or salacious title or link, only to find that the content is nowhere near as interesting? You're the victim of what is referred to as click bait. Click bait is something used an awful lot by tabloid websites, so whilst you want to make people click on your links you need them to walk away feeling like they have received value, that your payoff was as good as your promise. So aim for clickable links and not just click bait.

## **Conversion**

Conversion is simply getting someone to respond to your call-to-action. Getting someone to open an email is a conversion. Having them click on the call-to-action link inside that email is another conversion. Going to the landing page and filling out a registration form to read your content is a conversion. And, of course, buying your product is the ultimate conversion.

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## **Customer buying cycle or funnel**

This is the path that all customers move through on their way from being something who has heard of you, to someone who is interested in you and your products and services, through to someone who buys from you to something who then cares about you and advocates for you.

## **Customer Persona**

Think about your targeted audience and give them a profile – what do they look like? What do they eat? What do they wear? The resulting persona will help you create targeted content that can convert. Dig out your customer persona documents, you will need them to complete tasks in this section. You may even find that is only in this part of the program that you are now able to complete them.

## **Editorial or Content Calendar**

An editorial calendar is like a road map for content creation, showing you what kind of content to create, what topics to cover, which personas to target, and how often to publish to best support your inbound marketing strategy. Maintaining an editorial calendar will keep you more organized and show you any gaps you may have in your content library. It also helps ensure you're doing the right things for your personas and not going way off-track with the topics you're covering. We use a few tools that I will be outlining for you to make this a breeze and best news, everyone already has them!

## **Evergreen content**

This is the type of content that remains relevant and high-quality over a long period of time. Aim to produce this kind of content as this ultimately will be a more productive use of your time. In addition if this takes the form on blog posts that do not date, they will provide increasingly valuable long tail keywords and help your website to be more highly ranked inside Google. (i.e. the really .GOOD STUFF)

## **Inbound Marketing**

Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content. Effective SEO is one way to leverage this.

## **Influencers**

Anyone with a particularly prominent presence in their industry or niche and who has the power to influence others. Connections with influencers in your space provide powerful opportunities to leverage your business to their followers. Think you don't have influencers? Maybe you are more familiar with referral networks, champions, mentors? These are all influences who influence others to deal with you.

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## **Infographic**

An infographic is a highly visual piece of content that is very popular among digital marketers as a way of relaying complex concepts in a simple and visual way. CANVA has some great layout options here, or you could go with a graphic designer to create something special for you. But have your numbers at hand as this works best to allow people to digest lots of numbers quickly and easily

## **Lead Magnet**

A free incentive for joining your email list. Lead magnets are also called "sign up incentives", "sign up offers", "freemiums" or "content upgrades". They can be a report in PDF format, a series of emails (aka an autoresponder), a coupon, or even a free half hour of consulting or trial of software.

## **MOFU - Middle of the Funnel**

This refers to prospects who are in the middle of the customer sales funnel - they have heard about us and they are interested. The content we create in this stage is designed to get them to move to the purchase stage - i.e. BOFU. The big goal in the middle of the funnel is to convert 'problem aware' and 'solution aware' prospects into LEADS.

## **Newsjacking**

Newsjacking refers to the practice of capitalizing on the popularity of a news story to amplify the impact of a piece of content. For instance, if Instagram releases an algorithm update, the team at Adventure Digital might want to blog about it because 1) it impacts our audience, and 2) Google rewards those who cover news items quickly and comprehensively by bumping up their placement in search engine results placement (SERPS's)

## **Offers**

Offers are content assets that live behind a form on a landing page (i.e. they help you generate leads for your business). So when people give you their email address you give them valuable content. My "signup to receive our free 7 day google analytics email series is an example of an offer.

## **Repurposing Content**

Don't just write a traditional media release or hardcopy brochure and forget it! Take that unique, wonderful content about centre pivots and turn it into a blog, then an infographic, then a couple of LinkedIn posts, some instagram stories and a facebook post and – you get the idea. That one great idea can be reused over and over in a variety of mediums and ways. This is a huge money and time saver, we use this a lot!

# Content Marketing Jargon

## **Re-targeting**

Re-targeting or Re-marketing are a form of online targeting advertising and are served to people who have already visited your website or are a contact in your database (like a lead or customer). They are served up ads ( inside social media or websites they browse) simply because a pixel has tracked them from a previous website.

## **Stories or storytelling**

One of the most powerful content types. Humans have told stories for thousands of years. Building narrative and emotion into your content is an excellent way to engage and motivate readers.

## **TOFU - Top of Funnel**

This is the content that gets the numbers in the first place that pulls prospects into your funnel. Often prospects entering the top of your funnel are completely unaware of your solution and, often, completely unaware of their problem. This is where we come in - we outline problems and solutions to problems that they will identify with. As a result, you need content with a low barrier to entry — because they have little to no motivation to put skin in the game (think giving you contact information or money.)

## **Visual content**

Content such as photos, videos or charts.

## **Voice**

An important element to consider when creating content. This is the tone or personality of a piece of content. The voice used should match the brand and be used consistently.