



# Parachute Digital

Guiding you through the digital landscape

## Parachute Digital's DIGITAL MARKETING GLOSSARY

2014

### **Affiliate Advertising**

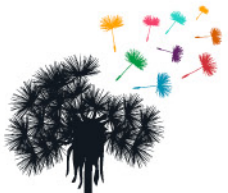
Affiliate advertising allows you to tap into a network of website owners that will choose to market, promote and sell your business, brand or service for a cost per lead, cost per acquisition or a commission of sale. The 'affiliate' can use any channel they have available to them to drive the conversion and get paid.

**Algorithm** A set of rules that search engines use to rank the results of any search query. Google's algorithm decides the order in which to present the most relevant results to their users. Search engines have turned to linguistic, heuristic, semantic and predictive algorithms, combined with counting inbound links and other factors.

**Anchor Text** Text that appears highlighted in a hypertext link and that can be clicked to open the target webpage. Words contained in anchor text can determine the ranking that the page will receive by search engines.

**Ask(s)** An ask is literally asking your supporters for a monetary gift towards a cause.

**Behavioural Analysis** Using a variety of research, data and marketing tools to analyse the behaviour of your users or supporters. It includes both online and offline behaviour, their sentiment as well as transactional data (how they give and when they give).



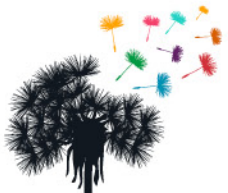
**Big Data** Big data is a term that has been coined in recent years because the amount of data we can now collect about any given thing (usually behavioural and transactional information) has increased exponentially. Big data refers to data sets that are so large and complex that the data mining tools we have previously used are insufficient to the task of making sense of this data.

**Bounce Rate** A term used in website traffic analysis. A bounce rate represents the percentage of visits where the visitor enters and exits at the same page without visiting any other pages on the site, to bounce away. (*Sometimes confused with exit rate*)

**Call(s) to Action** A call to action is the term used to describe the type of words marketers and fundraisers use in their communications when trying to compel a user or supporter to take the next step in the process. In the online space, commonly used Call to Actions are “Click here” “Find out more” “Take Action” “Join Now” “Donate” etc.

**Click Through Rate (CTR%)** Click through rates help marketers measure the success of a specific message or communication. A click through rate is a mathematical calculation that takes number of clicks an online communication (such as an email or a search ad) receives and divides it by the numbers of times that online communication was seen or opened. This is then times by 100 to result in a percentage figure. The higher the click through rate is, the stronger the performance of that piece of digital communication.

**Content** Term used to cover all of the text, documents, images, videos and other information on your website. Most often when discussing ‘content’, people are referring to the pages or the plain text (words) on your html web pages. If you were looking specifically at data about your websites, such as



Google Analytics, you may want to know what your 'top content' was – this could be the most popular pages on your website or the most popular downloads.

**Content Channels** Indicates the different online media streams where an organisation's content may be distributed. Social Media, Websites, Blogs and emails are examples of content channels.

**Content Generation** The creation of fresh or new content. This new content may be in the form of news stories, a blog post, the upload of a new report or video for your users to read or download. Content generation is important to keep your website fresh and to encourage both search engines and visitors to come back again.

**Content Marketing** A form of marketing that focuses on longer-format stories that differentiates it from traditional advertising, which tends to be brief in nature. It is non-interruption marketing, its message is more subtle than traditional marketing materials, and it adds value to its audience without requesting anything specific in return.

**Content Producer** A person whose role it is to research, collect, collate or create content for communications projects. The content producer is like the curator of an art gallery. They recommend or choose the pieces of content that will make up a larger content marketing project or strategy.

**Cost per Click** Is a term used in the digital media industry when advertisers and publishers negotiate the purchase of media placements or impressions. For instance, when advertising in Google Adwords for search engine marketing (SEM), advertisers pay a cost per click for every click that their ad receives.



**CSR** An abbreviation for Corporate and Social Responsibility. Often internal programs that run within a business in an effort to be more committed to the greater good of the community and/or environment.

**CTR%** See Click through rate

**Developer** When creating websites or digital applications for mobile devices or social media, organisations will often require the skills of a web or software developer. “Developer” is a title or job description given to people who have the ability to build websites from scratch.

**Digital Channel** A marketing, distribution or communication medium that is powered by technology or connected the internet. When I refer to digital channels, I am commonly speaking about the mediums used to send marketing messages to supporters – such as though email, mobile phones, social media, search engines or online advertising media.

**Digital Content** refers to information that is found on the internet in various formats or through technology and internet enabled devices. Examples of digital content are videos on YouTube.com or graphics that are shared by organisations or individuals through social media.

**Digital Fundraiser** In the context of this book, it is a person who makes their living raising funds (money) for not-for-profit organisations. In the broader context, it can be any individual who uses their personal networks to raise money for a cause that they care about.



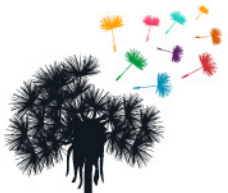
**Digital Fundraising** Using digital communication channels and networks to raise money from individuals for charity or not-for-profit organisations.

**Digital Marketing** Using digital communication channels and networks to influence consumer behaviour and make people aware of an organisation, product or service as well as encourage visitation or usage of said organisation, product or service. To capture prospective customer information, to generate leads that could turn into sales and future revenue, or to sell directly a product or service.

**Display Advertising** The name given to a category of digital or online advertising. Display advertising usually refers to digital media placements purchased by advertisers in the format of a text link or banner ad (which is a small graphic strip of advertising that may or may not be animated or interactive). Display advertising is always clickable, where the user who is interested in the advertised message may click on it for more information.

**Earned Media** refers to publicity or awareness of an organisation amongst the public (hopefully their intended audience) where the said organisation has put a lot of effort and time into generating this awareness based on value and merit, rather than by purchasing this awareness through advertising. Popular branded social media communities (on Facebook or Twitter for instance) where their audience is engaged and communicative are often referred to as earned media because you can buy fans or followers but you can't buy their engagement.

**eDM** stands for 'electronic direct mail' communication. What it means is a stand-alone email communication to an intended database recipient. As email marketing has progressed, it is widely accepted that a piece of email marketing



is a very different tone, format and mindset to that of a direct mail letter. But the term has stuck.

**eNewsletter** a regular or timely communication from an organisation to its email subscribers and supporters or members who have opted in to receive information from said organisation via email. The term eNewsletter developed similarly to eDM where traditional marketing practice often sent regular members a printed magazine or newsletter to keep them informed on progress – when many organisations began communicating with members via electronic means instead, they kept the same name but added the e in front of it.

**Engagement Objects** Pieces of website content that have been specifically designed as tools to capture a user's interest and engage them in further action. Often interactive elements, such as maps, games or calculators. For example, an engagement object may be a report for download but the user must first subscribe to gain access to the report.

**External Linking** Where you choose to link out from your own website pages to another website or resource that is outside of your domain, usually this is done as a reference. Words or phrases within your website point to an external website page.

**Fans** is the term used to describe people who like, follow or participate in online social networking communities. For example, a not-for-profit organisation may have 50,000 'fans' in their Facebook community.

**Google Adwords** is an advertising service offered by the company Google. Ads purchased from Google Adwords are most commonly text based and are placed in search engine query results at the top, bottom and right hand column of the



page. Advertisers can also choose to use the Adwords platform to run their ads on third party websites outside of Google's search engine.

**Google Analytics (GA)** A free service offered by Google that generates detailed statistics about the visitors to a website. Aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew.

**Information Architecture** The process of developing the information or content structure of the website. The aim of creating an effective system is to ensure a good user experience for visitors as they navigate through the website looking for information. The design of information architecture usually takes place during the planning phase of a website. Information architecture is concerned with the categorisation and naming conventions of website navigation.

**Inbound Linking** Where external pages or resources that are outside of your website link in to your website as a reference. Words or phrases within an external website page are linked to pages within your site.

**Infographics** (also known as information graphics) Visual representations of information, data or knowledge. These graphics are used where complex information needs to be explained quickly and clearly.

**Internal Linking** Linking to resources that are inside the website. Words or phrases within a web page are linked to other pages in the site. Internal links are considered important in SEO terms, as they are often spidered and displayed by Google.



**Keyword Search Volume** Volume indicates the number of searches for individual keywords. 'Keyword search volume' suggests the overall total number of searches for the keyword in question or your websites keywords.

**Labels** To label is to give a name to something. In this context, you label web pages with keywords in your website navigation.

**Linking** the placement of a different URL on a webpage to affect an immediate jump to another selected web page. The URL may be written out, or represented by a word(s), an image or graphic.

**Meta data** (meta data, meta-data, or sometimes meta information) is 'data about data'. The use of metadata is an emerging practice with close ties to information management, information technology, information architecture and in this context, search engine optimisation. Used to identify specific information regarding any given web document. The 'meta title' is the page title as it appears in the web browser as well as the title that will appear in Google's search result listings. The 'meta description' should relate to the meta title and further describe the webpage content. The description will also appear under the title in Google's search result listings.

**Moment of Inspiration** is a term that I use, I'm not sure if it is a common one or not. It is something that people seem to understand immediately when I use it in the context of donating the charity. The moment of inspiration is when a person is engaged by or with a piece of marketing or fundraising material and has an emotional response to it that compels them to take a next step.

**Multi-channel Fundraising** is using many different marketing channels to reach a supporter or donor. Multi-channel fundraising includes online and offline





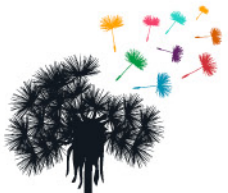
fundraising mediums including websites and email marketing as well as radio and direct mail communications. There are dozens of marketing channels available to a fundraiser.

**Naming Conventions** Webpage titles and headings are important in search engine optimisation and are often used to determine the webpage address or URL within the website information architecture. Naming conventions allow you to keep the same format and the same types of words throughout the website content – webpages, PDF document titles, images etc. This means that when they are uploaded to the website there is consistency in your usage of words, titles and URLs. This helps both your users and the search engine to know what your website is about.

**Offline (channels/marketing)** is used only to differentiate marketing and fundraising channels from online or digital channels. Offline channels are traditionally television, radio, direct mail letters and outdoor known as Face-to-Face fundraising etc.

**Online (channels/marketing)** See *Digital Channel*. Online and digital can be used interchangeably.

**Open Rate** is a mathematical calculation that measures the success of a specific digital marketing or fundraising communication. The open rate is most commonly used in email marketing where a list of people are sent an email and the open rate is a percentage of the people who opened the email divided by the number of people who were sent the communication. A high open rate indicates trust in the sender organisation or person, relevance to the recipient and interest in the information being conveyed.



**Owned Media** refers to marketing and fundraising channels that are operated, maintained and literally owned by an organisation. An example of commonly accepted owned media is the company website where all information is controlled.

**Page Rank** A link analysis algorithm, named after Larry Page, used by the Google internet search engine that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of 'measuring' its relative importance within the set. Google Page Rank is a number between one and ten, which is assigned to websites indexed by Google. Google Page Rank is highly dependent on the amount of trusted, high-authority back links a website has and is one of the many factors that determine how high a website ranks for certain keywords etc.

**Page Views** One person viewing one web page, regardless of the number of files on that page. This is generally what people mean when they talk about Web page "hits," but is a more accurate way of tracking this metric because of the way web log tracks the site usage.

**Paid Media** is advertising or publicity that is literally purchased, usually by the number of views it is given or the audience it will reach.

**Producer** in the context of this book is a Digital Producer – which is the job title or description of a person whose role it is to conceptualise and collate the information and team needed to bring a digital project or platform to life. They are more creative and hands on in their work than a project manager who may simply organise resources and manage budgets and timelines.



**Search Engine Marketing (SEM)** is a form of online or digital marketing whereby advertisers pay to have their organisation listed in search engine results for topics that are relevant to their business. Search Engine Marketing works on a cost per click bidding system whereby organisations must create a list of keywords that when they are typed into a search engine's query box, their ad will be delivered to the searcher.

**Search Engine Optimisation (SEO)** The process of improving the volume or quality of traffic to a website from search engines via 'natural' or un-paid ('organic' or 'algorithmic') search results, as opposed to search engine marketing (SEM), which is pay-per-click traffic.

**Search Engine Spiders** Software robots that 'crawl' webpages, gathering information for search engine databases. Also known as search engine crawlers. A 'web crawler' is a computer program that browses the World Wide Web in a methodical, automated manner. Other terms for web crawlers are ants, automatic indexers, bots, worms, web spider, web robot, or web scutter.

**Search Keywords** A single word from within a search phrase or the phrase itself. In the phrase "cordless phone", the entire phrase can be one keyword or it can also represent the individual keywords "cordless" and "phone". Google distinguishes keywords as separate when divided by a comma (,).

**SEM** The abbreviation for search engine marketing.

**Semantic Web** technically refers to the structured format and use of data and content on the internet as spearheaded by the World Wide Web Consortium (W3C). In the context of this book and the way that I and many of my digital colleagues use it, is to refer to the usage of strategies that encourage interactive



content and two-way communication between organisations and their online users and supporters such as comments and forums.

**SEO** The abbreviation for search engine optimization.

**Search Quality Score** is used in the search engine optimisation (SEO) and search engine marketing (SEM) disciplines of digital marketing. A search quality score refers literally to a quality ranking that Google or Yahoo (or other search engines) give to your website or webpage against any given search term that users may be using. If your website is about Orang-utans, then Google ranks you against all of the other websites on the internet about Orang-utans and gives you a quality score based on past usage. This affects how high you may rank in paid and organic search results.

**Silos** A way to connect pages together through linking internally within your website. Web pages do not have to live within the same content category to be linked together in a silo. Silos use links to create a content theme through linking.

**Site Navigation** *see* Website navigation

**Supporter Journey** is a path of information and discovery that organisations like to take their supporters on over a period of time. The supporter journey is usually facilitated through a series of fundraising communications, hopefully via both online and offline channels, that nurtures the supporter into a great advocate of the brand.



**Touch-point** is any interaction or engagement that an organisation has with its subscriber, supporter or member. It may be a direct mail letter, a phone call, an SMS message or an email.

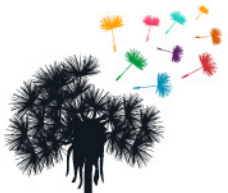
**Traffic** The digital word used to describe the visitors who come to your website. It often refers to where those visitors have come from. If they have come to your website via a search engine portal, it may be called 'search traffic', as opposed to 'referral traffic', which is when another website sends visitors to your site via a direct link.

**Transactional Emails** are automated or triggered based on an action taken by a user. For instance, an electronically generated invoice is usually delivered by email with a thank you message and confirmation of your donation or order. This is a transactional email. Another example may be a subscription verification email

**Unique Visitor** The digital description of an individual computer ID that de-duplicates the same user who has visited using multiple computers or devices. Used to measure popularity of a website.

**URL** The abbreviated term for a uniform (or universal) resource locator, the internet address of a webpage.

**Usability** means the ease of use of a website, software program or application. Ease of use includes how information is labelled and found, ability to read the text easily (size and colour) and other design and functionality elements.



**User Experience (UX)** refers to an online users behaviour as well as how they think and feel when they are engaging with a website, software program or application.

**User(s)** The digital description of a person who comes to your website via a computer (home or work) or a mobile Internet device. Often used in technical documentation or digital speak when discussing the functionality of a website and how an 'end user' may view the website.

**Visitor** *see* User

**Website Content** *see* Content

**Website Navigation** The tiered structure that a visitor uses to find content within a website. 'Site navigation' is the simple term often used to describe a website information architecture. They are slightly different in that the website navigation is what a user views as they move through a website. The information architecture is the structure of the webpage URL address. A page can only exist in one location in an information architecture but it can be represented in multiple locations on a site navigation.

**White Paper** An authoritative report or guide that often addresses issues and how to solve them. Used to educate readers and help people make decisions. They are often used in politics and business, and for technical subjects.