



MARKETING JARGON BUSTER!

Marketing acronyms explained

swipe
to learn

MKTG - MARKETING

let's start with an easy one, this simply means marketing!

B2B - BUSINESS TO BUSINESS

the communication between two different businesses.

B2C - BUSINESS TO CONSUMER

the communication between a customer and a business.



SM - SOCIAL MEDIA

apps and websites to create and share content and create engagement.

PR - PUBLIC RELATIONS

the maintenance of a good public image by a company.

UX - USER EXPERIENCE

the overall experience that a customer has with your business.

CTA - CALL TO ACTION

a call to action is the next step a marketer prompts its audience or reader to take.

URL - UNIFORM RESOURCE LOCATOR

a URL is a website address, e.g. www.pyronix.com.

PPC - PAY PER CLICK

internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked.

CTR - CLICK THROUGH RATE

the ratio of clicks on a specific link to the number of total users who view your marketing message.

ROI - RETURN ON INVESTMENT

the ratio between net income and investment.

SERP - SEARCH ENGINE RESULTS PAGE

internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked.



**START YOUR
MARKETING
JOURNEY
NOW.**





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