

ABC'S OF A/E/C MARKETING

A

ANALYTICS measurement, collection, analysis and reporting of data for purposes of understanding and optimizing usage. Great tool for websites, social media, and e-marketing to measure traffic, business and market research, and to assess and improve the effectiveness of a marketing campaign.

B

BUYER PERSONA a segment of people within a particular target market that share common demographics and interests. A buyer persona represents the thoughts, feelings, characteristics and ambitions of your target market, represented as a fictitious person. Personas are assigned a name, age and personality to help design effective marketing campaigns.

C

CALL- TO- ACTION (CTA) a text link, button, image, or some type of web link that encourages a website visitor to act. "Subscribe Now" or "Download the White Paper Today," are examples of CTAs.

D

DYNAMIC CONTENT is generated at the time you request the web page. The document you view exists only for you at that moment; if viewed by someone else at the same time, or by you at a slightly different time, you receive a different document.

E

EMAIL MARKETING It's hard to stand out from the clutter in email marketing because 144.8 billion emails are sent every day. By integrating email marketing with other data sources, you can generate qualified leads, and follow them through the sales process. Build trust by sending emails that have targeted messages based on audiences' needs and interests.

F

FORUMS—also known as message boards—are online discussion sites. Forums can be a great tool to connect with other A/E/C industry professionals.

G

GOOGLE RANK Google has become such a driving force in marketing and sales. It is essential to invest the work necessary for your company's page to rank within Google results. This can be done through organic methods such as content marketing, content curation and other marketing strategies.

H

HASHTAG a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. Primarily used on social media sites such as Facebook, Instagram and Twitter.

I

INBOUND MARKETING a style of marketing that focuses on getting found by new visitors, converting traffic into leads, and analyzing performance.

J

JOURNALISM the activity or profession of writing. Journalism is important because storytelling plays a critical role in the success of your marketing strategy.

K

KEYWORDS the five or six words prospective clients search for on search engines.

L

LANDING PAGE a web page that is created to speak to the specific service lines mentioned in a call-to-action email. Each email within a marketing campaign should have a unique landing page to capture leads or tracking URL to a landing page in order to determine ROI.

M

MARKETING PLAN comprehensive marketing plans include all marketing channels. Every firm should have one and make sure it aligns with your strategic business plan and established budget. There are many reasons outsourcing your marketing could help you allocate resources to what you do best.

N

NEWS READER allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for a faster more efficient consumption of information.

O

OPT-IN / OPT-OUT a decision mechanism that allows a subscriber to join a campaign or be removed from one.

P

PAY-PER-CLICK (PPC) Advertising technique in which an advertiser puts an ad in an advertising venue, and pays that venue each time a visitor clicks on his/her ad. Google AdWords is an example of PPC.

Q

QUALIFIED BASED SELECTION (QBS) competitive procurement process whereby consulting firms submit qualifications to a procuring entity (owner) who evaluates and selects the most qualified firm, and then negotiates the project scope of work, schedule, budget and consultant fee.

R

RETURN ON INVESTMENT (ROI) is the benefit to the investor resulting from an investment. A high ROI means the investment gains compare favorably to investment cost.

S

SEARCH ENGINE OPTIMIZATION (SEO) the process of organizing a website and its content to improve its search engine rankings. By considering search engines' criteria for gathering, evaluating and ranking information.

T

TARGET MARKET the specific characteristics of your ideal customer database, defined for your target market. Similar to it being impossible to build a 10 story high rise without a strong foundation, you cannot experience exponential growth without understanding your Target Market.

U

UNIVERSAL SEARCH the Google search system that blends listings from its news, video, images, local and book search engines with those it gathers from crawling web pages. This means that results from multiple specialized searches will appear within the main Google search results.

V

VIDEO MARKETING involves using online video to promote your product, service, or company. While it may stand alone, video marketing is often used as part of an integrated marketing approach, combining other tactics such as email or social media. These videos may have descriptive, educational, or informational purposes, and may be used to increase search visibility or to harness the sharing power of social media.

W

WEB 1.0 vs 2.0 vs 3.0 – Web 1.0 is the "readable" phrase of the World Wide Web with flat data in which there is only limited interaction between sites and web users. Web 2.0 refers to the transition from static HTML Web pages to a more dynamic Web that is more organized and is based on serving users. Web 3.0 allows computers to interpret information like humans, and intelligently generate and distribute useful content tailored to the needs of users.

X

XML FEED a plain text version of your website pages that's perfect for sharing between other applications and using on other websites.

Y

YOAIST Wordpress plugins for SEO, Analytics & more.

Z

ZONE OF GENIUS with marketing, you need to communicate to your audience your Zone of Genius. What makes you different? What do you do better than ANYONE else on the planet? Why should you win a job over the next guy? When you understand where you shine the brightest and can communicate it through your marketing campaigns, there is no limit to your growth.

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