



# MARKETING ACRONYM C H E A T S H E E T

## CRM

**Customer Relationship Management.** Everything done to monitor and manage a customer's relationship and engagement with a brand, from the first interaction.

## CMS

**Content Management System.** One central software to manage everything from headlines and body text to images, SEO, and even backend coding or HTML.

## NPS

**Net Promoter Score.** This is one term shared by sales and marketing teams to evaluate and grow the overall reputation of a brand and likelihood of retention.

## SEO/SEM:

**Search Engine Optimization/Search Engine Marketing.** The first refers to how websites can be written and designed to rank well and show up authentically in the right places in online searches; the second refers to the strategies that take place, paid or otherwise, to ensure your brand is mentioned on the first results page.

## SERP:

**Search Engine Results Page.** This is the list where your website should show up when certain relevant keywords—and definitely your brand words—are searched.

## UX/UI/CX:

**User Experience/User Interface/Customer Experience.** Though similar in nature, these phrases differ by how and where you're informing, designing, or shaping the audience experience.

## PPC/CPC:

**Pay Per Click/Cost Per Click.** The difference is what you're paying for each click on a digital ad, versus the value of that click through to your landing page.

## ROI

**Return on Investment.** Based on your marketing costs, are you getting everything out of it that you expect and require? How can you measure that?

## ROAS

**Return on Ad Spend.** A specific type of ROI: How much profit are you making on the investment in your advertising?

## CTO/CTR:

**Click-to-Open/Click-Through-Rate.** How to measure who is engaging with your emails based on who's opening them or who's clicking on links inside them.

## CTO/CTR:

**Business to Business/Business to Customer (or Consumer).** These are different types of marketing depending on if you're connecting with the end buyer directly or selling to another business first, who will then use those products or services for their own customers/clients/consumers.

## CTA

**Call to Action.** This is what the marketer and business wants the customer to do upon seeing or hearing the key messages of a certain ad or campaign.