

# AFFILIATE MARKETING GLOSSARY



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For those of you that might be newer to Freelance Marketing here is a list of all the commonly used online advertising terms to help get you up to speed!

- **Ad (Facebook) -**

An advertisement created by an affiliate or a business on Facebook that's served up to Facebook users. The audience who sees the ad depends on the users' activity, demographic information, what device they're using, information provided to Facebook by Facebook partners, and by off-Facebook activity which Facebook tracks from many of its users.

- **Ad Account -**

In order to create an ad on Facebook for the first time, you must open an advertising account.

- **Ad Campaign -**

An ad campaign is a series of ads sharing a single idea and theme.

- **Ad Copy -**

Ad copy is a term that refers to the main text of a clickable advertisement

- **Ad Funnel -**

Your marketing funnel is made up of several stages throughout which would-be customers move from first awareness of your brand to post-sale evangelism. It's the process of converting a visitor or browser into a paying customer.

- **Ad Spend -**

The amount of money spent on advertising a product.

- **Advertorial -**

An Advertorial is an advertisement disguised as a non-commercial editorial article or blog post. Sometimes an advertiser pays a popular website to have their advertorial placed on a website. It appears to be a regular article but, in fact it's an advertisement. Other times the advertorial would similarly be an advertisement disguised as an article posted on your own domain and you run paid traffic to it (e.g. Facebook ads pointing to your advertorial article).

- **Affiliate -**

An affiliate is an individual or company who earns a commission by promoting other people's (or other company's) products.

- **Affiliate Link -**

A unique URL assigned to a specific affiliate. The affiliate link contains and records the affiliate's ID or username, allowing the affiliate to get credit for the traffic sent to the advertiser's website.

- **Affiliate Manager -**

Someone hired or assigned to dealing directly with affiliates to an offer. A vendor may hire an affiliate manager to manage their affiliate program, to speak on behalf of the vendor to the affiliates, to negotiate payouts, to provide the affiliates with marketing materials, helpful information or to speak directly to the affiliates.

- **Affiliate Marketing -**

Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.

- **Autoreponder-**

A simple yet effective email marketing tool which allows you to send a series of scheduled follow-up emails to your subscribers; based on specific parameters you set.

- **Avatar -**

A Facebook Avatar is the small square photo or image on the upper-left hand portion of a post. This thumbnail image (e.g. avatar) represents the person posting the content. Your Avatar generally will be a photo a person (not a logo or inanimate object, pet, etc)... and the photo should be of the most attractive character to the niche audience that you are attempting to appeal to. If your audience is older women in good health, you would want that image to be of an older woman in good health smiling. This will make your post or your ad appeal to your target audience.

- **Business Manager "BM" -**

Business Manager is a tool designed by Facebook for managing your Facebook Pages and ad accounts. With it, you can have multiple ad accounts and users all combined under your Business Manager account.

- **Convert/Conversion -**

An action that's counted when someone interacts with your ad (for example, clicks a text ad or views of a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or entering their email address.

- **Copywriting -**

Copywriting is the process of writing text-based promotional content. Copywriters are responsible for the text on sales websites, emails, advertisements, catalogs, and more. This text is known as "copy."

- **CPA -**

Cost per acquisition (CPA), also known as cost per action, pay per acquisition (PPA) and cost per conversion, is an online advertising pricing model where the advertiser pays for a specified acquisition – for example a sale, click, or form submit (e.g., contact request, newsletter sign up, registration etc.)

- **CPC -**

Cost Per Click (CPC) refers to the actual price you pay for each click in your pay-per-click (PPC) marketing campaign.

- **CTA -**

A Call to Action Cost Per Click (CTA) is a brief statement designed to get an immediate response, such as a “Learn More” button on your ad.

- **CTR -**

A Click Through Rate (CTR) measures how many people are clicking through from your ad to your presell page. You can calculate it by dividing link clicks by impressions. You can also see this in your Facebook Ads Manager. Click Columns, Customize Columns, and type in Unique CTR (Link Click-Through Rate). Check that box off, click Apply and it will be added to your performance columns.

- **Domain Name -**

On the internet, your domain name is your unique identity or address to your website.

- **Email Marketing -**

Email marketing is a form of direct marketing that uses email as a means of communicating commercial messages to an audience – including offering items for sale as well as sending emails with the purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business.

- **Funnel Hacking -**

Researching and discovering a successful marketing funnel (ad + pre-sale page + offer) and emulate that funnel to save yourself time and increase your chances for success.

- **Hop -**

A hop is an instance of a person who has clicked on the link on your presell page to get to the vendor's sales page.

- **Hosting -**

When a hosting provider allocates space on a web server for a website to store its files, they are hosting a website. Web hosting makes the files that comprise a website (code, images, etc.) available for viewing online.

- **Joint Venture -**

A joint venture (JV) is a business arrangement in which two or more parties agree to pool their resources for the purpose of accomplishing a specific task. This task can be a new project or any other business activity.

- **Landing Page/Opt-in page -**

A standalone web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email or ad.

- **Lead/Subscriber -**

An individual or organization with an interest in what you are selling. The interest is expressed by sharing contact information, like an email or phone number.

- **Niche -**

Products, services, or interests that appeal to a small, specialized section of the population.

- **Offer -**

An offer in marketing is the product being offered (either physical item or virtual item like an ebook, audio course or video course, software, etc) plus elements that represent additional value to your customers, such as availability, convenient delivery, technical support or quality of service.

- **Open Loop -**

An open loop is a marketing tactic where you draw your viewers in, present the problem, and tease the answer, creating a compelling them to click in order to consume more information.

- **Optimization -**

The process of improving your marketing efforts to maximize your desired outcome.

- **Payout -**

The amount paid in cash from the vendor to the affiliate in exchange for the affiliate achieving an action such as a sale or an email submit.

- **Presell Page -**

Your presell page is disguised content, be it an article, advertorial, video, quiz or any other number of possible pages. This page leads readers to your actual sales page or lead generating page. The Presell page is crucial in certain situations because it is the content that inspires readers to click through to your conversion page.

- **Promotion -**

In marketing, promotion refers to any type of communication used to inform or persuade target audiences to buy a product or service or to take some other action.

- **Rebill -**

A rebill means to charge someone again. Some sites offer payment plans that re-bill your credit card automatically. The benefit of a rebill (aka, recurring payment) is that you can get paid say \$27 today and \$27 again each month... so your earnings can sometimes increase over time and you can still be paid sometimes months or years into the future for a sale made in the past.

- **Reinvest -**

Reinvestment is using the profits earned from your ad to fund additional ads, rather than receiving the distributions in cash. E.g. to put the profits from previous ad earnings back into the same place.

- **ROI -**

Return on Investment. To calculate ROI, the earnings are divided by the ad spend. The result is expressed as a percentage or a ratio. E.g. If you spend \$100 and earn \$200, you just experienced a 100% ROI. If you spend \$100 and earn \$300, you just experienced a 200% ROI.

You can use an online ROI calculator such as <http://bit.ly/2ySGsbF>.

- **Scale -**

An ad that scales well means its level of performance increases to high volume of sales when tested to a larger audience.

- **Split Test -**

A split test is a strategy where two elements of an ad campaign are tested against each other to get insight on which one can deliver the best results.

- **Super Affiliate -**

A super affiliate is generally referred to as the top 1% of all online affiliates. They earn the title by excelling at marketing. Often times, though a vendor may have hundreds or even thousands of affiliates promoting their offer online, it may be that only a handful of top super affiliates are generating as much as 90% or more of the entire sales of the offer.

- **Swipe File -**

A swipe file is a collection of writing examples, images or other inspirational examples, from powerful headlines, to well crafted sales emails to impressive landing pages, to ads, ad copy, ad images or videos or even full marketing funnels... anything that we may want to emulate or copy. Marketers use swipe files to inspire their content and improve their skills.

- **Targeting -**

Audience targeting means you are setting up your ad campaign to reach the people who are most likely to be interested in your ad. Your target audience is the demographic of people who are likely to purchase the product you are promoting based on their personal needs, characteristics, and concerns.

- **Top Offer -**

A product offering from a vendor that is performing very well, converts well has a good payout and low refunds.

- **TOS -**

Terms of Service

- **Traffic Source -**

The origin through which people find your site. Examples of traffic sources are Endorsed Email traffic, Facebook, Youtube, Google.

- **Upsell -**

Terms of Service An upsell is an add-on, upgraded or premium version of the product the customer as already added to their cart.

- **Vendor -**

A person or company offering something for sale.

- **Volume -**

The measurable number of sales or actions you are able to achieve through an effort.

- **VSL -**

Video Sales Letter

- **Website -**

a set of related web pages located under a single domain name

- **Whitelist -**

In affiliate marketing, a whitelist refers to the vendor's list of affiliates that are allowed to promote the vendor's products. Affiliates on a whitelist may also be approved for higher commission levels.

# ACRONYMS

- **PPE:** Page Post Engagement
- **WC:** Website Conversion
- **ATC:** Add To Cart
- **IC:** Initiate Checkout
- **CA:** Custom Audience
- **LAL or LAA or LLA:** Lookalike Audience
- **ROI:** Return on Investment
- **ROAS:** Revenue on ad spend
- **CPM:** Cost Per Thousand Impressions
- **CPC:** Cost Per Click
- **CTR:** Click Through Rate
- **CPE:** Cost Per Engagement
- **DPA:** Dynamic Product Ads
- **RT:** Retargeting

# ACRONYMS

- **TOF:** Top of Funnel
- **MOF:** Middle of Funnel
- **BOF:** Bottom of Funnel
- **LPV:** Landing Page Views
- **LP:** Landing Page
- **CBO:** Campaign Budget Optimization
- **OCU:** One click upsell
- **OTO:** One time offer
- **US:** Upsell
- **DS:** Downsell
- **XS:** Cross Sell
- **CVR:** Conversion rate
- **CRO:** Conversion rate optimization
- **VV:** Video Views