

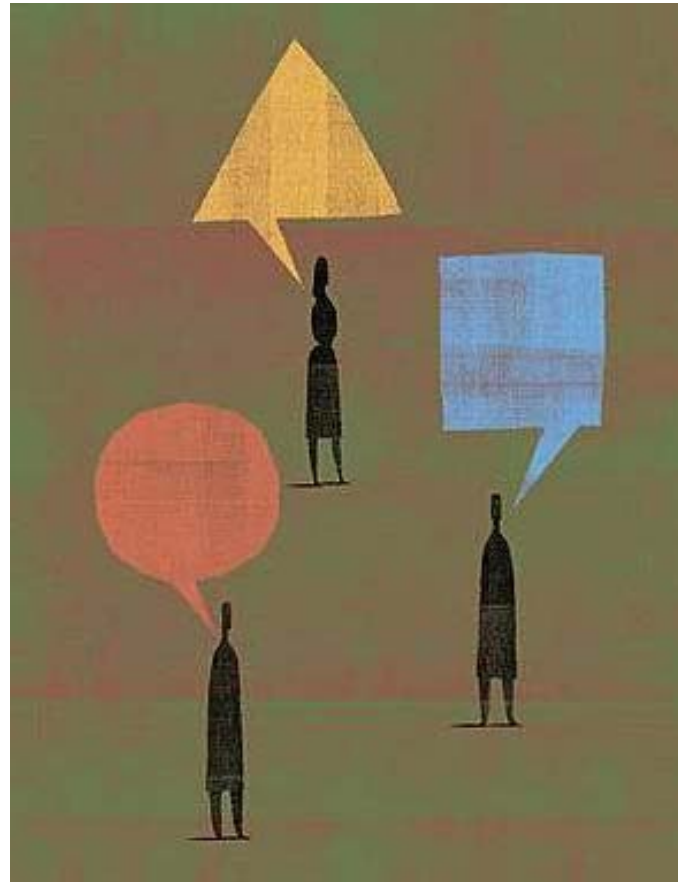
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The Buzz



Hands-on Permission Email
Marketing Workshops

Online Marketing Glossary



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Permission Email Glossary

- **Permission Marketing:** Electronic marketing (usually email) targeted to customers or prospects who have given their permission (opted-in) to receive company news, related information and special offers from the marketer.
- **HTML Email:** An email that is formatted using Hypertext Markup Language instead of plain text. HTML email makes it possible to design email with unique fonts, graphics, images and background colors.
- **Opt-in/Double Opt-in:** To subscribe to an email list is to “opt-in”. When the marketer sends an email requesting confirmation of the subscription, it is called a “double opt-in”.
- **Targeting:** Sending newsletters and offers to people whose stated preferences or behavior qualify them for specifically tailored content is called “targeting”.



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Permission Email Glossary

- **SPAM/UCE:** Unsolicited Commercial Email is any email that was transmitted to a recipient without their explicit consent, that is without having given their “permission” to receive such email communication.
- **Black-listing/ Email Blocking:** When people complain to their ISP about spam, ISPs will actively block a suspected spammer’s IP address (or range of IP addresses). E-mails that are blocked are not processed through the ISP and are stopped from reaching their addressed destination.
- **Open Rate:** The ratio of emails opened, and presumably read, in any given e-mail marketing campaign. Only HTML email can return “Open Rate” statistics.
- **URL:** Universal Resource Locator or web page address. Ex: <http://www.MailDogManager.com> is a “URL”.



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- **Click-Through Rate (CTR):** The number and percentage of unique recipients who “clicked-through” from a link contained in your email.
- **Conversion Rate:** The number and percentage of recipients who respond to the call-to-action in a campaign. Conversion is generally measured from resulting sales, subscriptions or other key desired response.
- **Bounces:** “Bounces” are failed email deliveries due to bad or inactive email addresses, misspelled addresses and/or malfunctioning servers on the recipient end.
- **Segmentation:** Breaking your lists up into “segments” based on targets’ preferences, behaviors or other statistical reasons is called “segmentation”.



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- **Opt-Out/Unsubscribe:** Requesting to be removed from an email list is called “opting-out” or “unsubscribing”.
- **Privacy Policy:** A clear and honest description of what data a company collects and how that data is used (is it shared, sold, etc?) particularly how email addresses and “cookies” are handled.
- **Above the Fold:** The visual field of an email message, within a recipients’ email box, that is seen without scrolling.
- **Newsletter/Ezine:** An email message featuring a variety of themed content and formatted like a newsletter or magazine.
- **Landing Page:** Web site page that is linked to from an email message and call-to-action such as “click here to learn more”.



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Video Marketing Glossary

- **Content Delivery Network/CDN:** A company who has a strong network of servers around the globe that host video content so that connections are fast and reliable.
- **True Streaming Video:** A video file that plays on the web on-demand, starts immediately upon connection and can be fast-forwarded to any point in the file. It is not cached and stored on your computer, nor can it be downloaded onto your machine. Great for corporate applications and proprietary content.
- **Progressive Streaming Video:** A video file that plays on the web and is stored on your machine before playing can begin (a la YouTube). Users must wait for download before playing and cannot fast forward unless the entire file resides on their machine.



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Video Marketing Glossary

- **Low, Medium, High Bit-rate:** The file type that a user connects to that is appropriate for their internet access.
- **Auto-Detection:** The function of a video player that detects a viewer's internet access and connection speed and serves them the appropriate bit-rate file based on that connection.
- **Pre-Roll/Post-Roll Video:** The video message or "commercial" that plays either right before or right after the selected video. Typically pre- and post-roll videos are either sponsored content or promotionally messaging used to reinforce a call-to-action or promotional uses.
- **Inline Ads:** The hottest advertising medium that can be leveraging in conjunction with online video, these are small messages that pop-up into the video screen while a viewer is watching the content.



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Video Marketing Glossary

- **Flash:** The video file type that is easily streamed and displayed to the widest target audience because it is cross-platform, offers high definition, yet is optimized for web.
- **.MOV, .AVI, .MPG4:** Other video file types that can be converted into Flash or FLV files.
- **Streaming Minutes:** This is the metric marketers use to measure the volume of video streamed and is defined as the number of actual minutes users are watching video.
- **Bandwidth:** A viewer's internet access or "bandwidth" is driven largely by their type of carrier (DSL, cable, satellite, T1) and the number of users who share that connection. For example, an office may have a T1 line, but all users tap in to this connection depleting its speed for the individual user. Along with computer power, bandwidth largely determines how fast one can view video online and its viewing quality.

