Email Marketing Terminology

Automation - any process that you set up with software or people to complete a repetitive activity.

Broadcast - a broadcast is a one time send to your list or specific group of contacts.

Email Subscriber - a person who gives you their email address and wants to receive emails from you.

Sequence - a set of content specific emails that are automated to be sent after a subscriber completes an action (ex. Welcome Sequence, Sales Sequence).

Open Rate - the percentage of subscribers who open an individual email you send.

Click Through Rate (CTR) - the percentage of subscribers who click on a link (engage) in an individual email you send.

Lead Magnet / Bait / Incentive - anything given in exchange for a subscribers email address. (ex. handout, video, eBook)(great list of lead magnet ideas)

Tag - a label that separates subscribers based on an action they have taken.

(A/B) Split Testing - common but powerful way to test the effectiveness of different variations of elements on a landing page, sales page, or sign up form.

Segment - a group of subscribers that have been labeled with more than one tag.

Landing / Squeeze Page - a dedicated webpage with the single goal of capturing the visitor's email address. On the page, the visitor must either complete the email form or close the window.

Form - a set of fields where a potential subscriber can provide and submit information (most importantly their contact information such as an email address or phone number) about themselves

Single Opt In - when a subscriber voluntarily completes a form giving you permission to send them emails.

Double Opt In - when a subscriber voluntarily completes a form, then completes a 2nd action (like clicking a link) to confirm that they give you permission to send them emails.

Call to Action - a statement that encourages a subscriber to do or act on something you tell them about.

Subject Line - the 2nd line in an email that appears after the "Sender" line and is considered the title of the email.

Engagement - when a subscriber opens, reads, clicks, replies, forwards, or shares an email you send them.

SPAM - any email that is sent to you that you didn't ask for/request

Draft - a saved version of a Broadcast that is still being written or edited and has not been sent yet.

Unsubscribe - the option to stop receiving email messages from a company sending bulk email messages.

Blacklist - a list of email senders who are banned from using bulk email service providers.

Deliverability - the rate at which the emails you send show up in the Inbox. Emails that land in the SPAM or Junk folders are considered to have low or poor deliverability.

Email Service Provider (ESP) - companies such as Google, Microsoft, or Yahoo, that allow you to send and receive emails to anyone in the world.

Email Marketing Service (EMS) - any software company that allows you to write one email and send it in bulk to a large amount of contacts.