

Glossary terms from module 2

Terms and definitions from Course 4, Module 2

Accessibility: Considering the needs of people with disabilities when products, services, and facilities are built or modified, making them usable by people of all abilities

Acquisition email: An email sent to acquire new customers

Alt text: A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

Call to action: An instruction that tells the customer what to do next

Email body: The text in the main content of an email

Email copy: The text in a subject line, preview text, and email

Newsletter: An email sent to subscribers on a regular basis, containing news and informational content relevant to the company and of interest to subscribers

Preview text: Text next to an email's subject line in the inbox that gives extra insight into what's inside the email

Promotional email: An email sent out to inform subscribers of new or existing products or services

Retention email: An email sent to a current customer with the intent of keeping them as a customer

Screen enlargement application: Technology that helps users see content more easily by magnifying text and images on a computer or digital device screen

Screen reader: An application that converts text, buttons, images, and other screen elements into speech or Braille

Segmentation: The practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history

Subject line: The first text recipients see after the sender's name when an email reaches their inbox

Welcome email: An email sent out to brand new customers or subscribers

Terms and their definitions from previous module(s)

E

Email marketing: The process of sending messages to a list of existing subscribers to share information, drive sales, or create community

Email marketing provider: A company that offers email marketing or bulk email services

Email marketing strategy: A set of procedures that a marketer identifies and follows to achieve their desired marketing goals with email advertising

I

Insight: Information that is discovered through research or data analysis and that can be actioned upon to benefit a marketing strategy

P

PESTLE analysis: An audit that identifies political, economic, social, technological, legal, and environmental factors that may affect a marketing strategy

R

Return on investment (ROI): Ratio of money made and money spent

S

Segmentation: The practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history

SMART: A goal-setting method that can help define and measure the success of the goals of a campaign; Stands for “specific,” “measurable,” “attainable,” “realistic,” and “time-bound”

Spam: Unsolicited and unwanted junk email sent out in bulk to a broad recipient list

SWOT analysis: An audit that identifies a company’s strengths, weaknesses, opportunities, and threats