



Orital

Digital Healthcare
Consultancy

Glossary of Digital Marketing Terms



Orital are experts in digital media for the healthcare and pharmaceutical sectors, specialising in social media and online engagement of patients and healthcare professionals.

We offer bespoke digital audits, part or full-day workshops, and ongoing support to help you create effective strategies and integrate online activities into your marketing campaigns.

Glossary of Digital Marketing Terms

A

Above The Fold: Content placed near the top of a webpage or email so that visitors can see it without having to scroll.

Acquisition Cost: The cost of acquiring a new customer, client, or supplier.

Ad Tracking: Recording how many hits or clicks an ad receives. It can be used to personalise ads to attract more views, more click-throughs, or to deepen engagement.

Adsense: Google's pay-per-click, context-relevant program that enables blog and web publishers to generate revenue.

Adwords: Google's pay-per-click advertiser program.

Affiliate Programme: An agreement in which you pay other people to advertise your site to increase your traffic.

Aggregation: Gathering selected information from across the web and then re-presenting it on your website, often using RSS to gather the information.

Aggregator: A web-based tool or desktop application that collects syndicated content.

AIDA: Acronym for Attention, Interest, Desire, and Action.

Alexa: A search engine that allows you to monitor traffic data and other important information.

Analytics: Any metrics, statistics, or key-performance indicator that measure online activity.

Anchor Text: The main text associated with a link.

Anonoblog: A blog written by someone who wants to remain anonymous.

API (Application Programming Interface): A technical term for an interface that allows one computer system or application to communicate and exchange data with another.

ASP (Active Server Pages): Microsoft technology that allows scripts to be integrated into web pages, most often to collect information using forms.

Attrition Rate: The number of users lost during a specified period of time as a percentage of the total number of users during that same time period.



Auto-Responder: An email message, containing pre-written content, which is automatically sent after a triggering event occurs. Triggering events may include completion of a web form, purchase of an item, or an inquiry to customer support.

Avatar: A graphical image that replaces a photo of the author of blog content.

B

B2B: Business-to-Business. Businesses offering goods and services to other businesses.

B2C: Business-to-Consumer. Businesses offering goods and services directly to private consumers.

Banner: Web ad placed along the top or side of a website.

Black Hat SEO: SEO tactics used to gain higher search engine rankings using unethical tactics.

Blog: Originally short for "weblog", but the term blog is now recognised in its own right. A web page that contains entries in reverse chronological order, with the most recent entry on top. A way for individuals, groups and organisations to share their thoughts with an online audience. Includes not just text blogs but also photo blogs, audio blogs ("podcasts") and video blogs. Blogs are an increasingly powerful tool to engage target audiences, establish thought leadership, and to increase organic search rankings.

Blogosphere: A collective term that covers all blogs and the ways they are connected.

Blogroll: A list of recommended sites that appears in the sidebar of a blog.

C

Churn Rate: a measure of visitor attrition, defined as the number of visitors who cease to visit regularly over a specified time period divided by the average total number of visitors over that same time period.

Click-Through-Rate (CTR): A measure of the success of online advertising achieved by dividing the number of clicks on a web page or online ad by the number of appearances of that web page/online ad (i.e., number of impressions).

Closed Loop Marketing: The sharing of data about customers and stakeholders within an organisation to improve, and personalise, the relationships it has with its target audiences.

Collateral: Printed and electronic marketing/sales/promotional materials

Conversion: The percentage of people tracked from clicking a link or visiting a website and achieving the objective(s) expected of that website. A high conversion rate indicates success. For pharma this would usually be improved understanding or changes in behaviour rather than an online transaction.

Crawler: An automated program used by many search engines to index search



terms and web pages into a large directory. Tracks progress as well as various statistics.

CRM (Customer Relationship Management): The complete suite of processes, methodologies, software and behaviours that help an organisation manage customer relationships in an organized way. CRM often used incorrectly to refer to a particular software system — such as Siebel or Dendrite — used by anyone who interacts with customers, prospects and stakeholders to record, track and measure their interactions. Not a demonstrable success in the pharmaceutical industry, yet. Related to SFA (Sales Force Automation), Closed Loop Marketing and KAM (Key Account Management).

CSS (Cascading Style Sheets): A flexible system of rules that govern the appearance of content on a web page. Most modern websites separate content from style to simplify coding making revisions.

D

Dashboard: A graphic display generated by marketing software, analytics packages, blog software, and CRM systems to summarise activities and information.

Database Marketing: The use of information stored in an electronic database for targeted marketing activities. Must be based on explicit permission from the individuals targeted that you may contact them.

Delicious: A social bookmarking site owned Yahoo! Allows users to store and share web pages.

Demographics: Externally measurable characteristics of potential buyers such as age, gender, race, education and income level.

Digg: A place for people to find and share content from anywhere on the web.

Directory: A list of other websites or services online. The directory is often its own website and contains links to various sources, websites, or other information on a variety of topics.

Discussion Group: A discussion group is an online forum where people discuss whatever interests them.

Dynamic Content: Information in web pages that changes automatically based on database or user information. When used effectively, this content targets users' specific needs, providing what they are looking for, when they are looking for it, and in the format they have asked for.

E

Email: Enables the creation, sending, receiving and saving of messages digitally.

Entry: An individual post or article published on a blog.

Exit Traffic: Can help you to understand when and how people leave a website.



F

Facebook: Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organised by city, workplace, school, and region to interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves.

Feed Reader: An aggregator of content, delivering specific content direct to a reader.

Feed: The RSS feeds used by news and content producers.

FeedBurner: A Google-owned tool that allows web sites, blogs and podcasts to "burn" content into a simple way for readers to subscribe.

Forms: An electronic form, typically within a landing page or email, that collects information about a prospect or customer, which is fed into a marketing database or CRM system.

FTP (file transfer protocol): The means by which files are transferred from your computer directly to your website.

G

Guerilla Marketing: Unconventional forms of advertising and marketing.

H

Hits: A measurement of activity used in Web analytics, a hit is defined as *any request* for a file from a Web server. Not the most useful measurement of activity or success because it doesn't offer much insight.

HTML (HyperText Markup Language): The coding language used to create and link together documents and files on the Internet.

Hyperlink: A link to another document or page on the Internet.

I

Inbound Link: A link to your website from a different website.

Integrated Marketing: Bringing together all of an organisation's various online and offline channels. A logical end-point for most organisations because it has many potential benefits.

Interactive Marketing: The ability to learn about a target user or group through their various interactions with your organisation and to tailor your communication with them based on this insight. Linked to CRM, SFE, KAM, and Closed Loop Marketing.

K

Keyword Density: Refers to the number of keywords on a web page divided by the total number of words on the page.



Keyword Research: Determines the words and phrases that are most relevant to a product, service or organisation.

Keywords: The words or phrases used by individuals when they search for something online. Marketers can optimise their online content based on their knowledge of the keywords their target audiences use most frequently. Marketers can also create ads related to keywords that appear in paid search listings.

L

Landing Page: A web page designed to convert visitors into leads or sales. Email, banner ads and offline marketing campaigns will drive traffic to a landing page to capture information

Link Building: Link building is one of the most effective ways to get higher search engine rankings. Getting links to your website from other websites especially those owned by authoritative and well-respected organisations can be very powerful.

LinkedIn: A business-focussed social networking site mainly used for professional networking. Allows registered users to maintain a list of contact details of people they know and trust in business.

List Broker: A company that acts as an intermediary between a list owner and a list buyer. List brokers sell/rent lists of names and addresses for such channels as direct mail and email.

Loyalty Marketing: The use of incentives to improve customer satisfaction. the public contribute content.

M

Mailing List: A list of names and addresses (email, postal or both) to which marketing material is distributed. Often mailing lists can be purchased for use in direct mailings. Email lists generally only include people who have “opted-in” to receive information.

Marketing Automation: A way of using intelligent software platforms to simplify repetitive marketing processes and automatically create, deploy, schedule, and track campaigns. Usually integrates with CRM to provide insight into the conversion rate of prospective customers to actual buyers.

Mashup: In web development, a webpage or application that combines information or functionality from two or more external sources to create an entirely new service.

Media Kit: Similar to a press kit, a media kit is a pre-packaged set of important information and promotional materials relating to a business, including contact information, logos, websites, and links.

Meta Refresh: A method of redirecting pages from one URL to another by instructing a browser to automatically refresh the current web page after a given time interval using an HTML meta tag.



Meta Tag: Text found within the code of a web page that contains keywords that give search engines specific information about the contents of that page.

MicroBlogging: A form of blogging. Microblogs are much shorter than regular blogs, with entries sometimes consisting of just a single sentence, image, link, or embedded video. Users can compose updates via mobile devices, instant messaging, or email, and publish them quickly and easily. Twitter is often considered to be a microblogging site.

Microsite: An individual web page (or cluster of pages) designed to function as a supplement to a primary website. Usually, microsites promote a specific product or service within an organisation's offerings.

Multi-Channel Marketing: A method of marketing that utilises multiple forms of communication, including email, direct mail, phone calls, and websites.

Multi-Touch Marketing: Repeated contact with a prospect over a specified period of time. Multi-touch marketing can occur within either a single-channel (e.g. multiple emails) or multi-channel (e.g. a mix of email and direct mail contact) campaign.

N

Navigation: A series of links allowing users to move from one web page to another within a site. Web designers strive to make their websites as easy to navigate for users as possible because poor navigation drives users away.

News Aggregator: A website or desktop application that collects syndicated news content.

Newsgroup: An online discussion group, usually about a single subject. Participants can subscribe to receive news and updates or view on the web.

Newsreader: Gathers news from multiple blogs or news sites via RSS, allowing readers to access all their news from a single web site or program.

Newsvine: A collaborative, open-source news website which draws content from users as well as syndicated content from sources such as The Associated Press. Members can influence which items of news make it into the site by seeding and posting articles. Can be described as a social news platform.

O

Online Ads/Banner Ads: A form of online advertising. Online ads are embedded into web pages and are usually clickable, linking to the advertiser's website or landing page. They include banner ads, skyscraper ads, buttons, and animated/flash ads.

Open Rate: A way of measuring email effectiveness, particularly for email blasts. The open rate is the percentage of messages delivered in an HTML format (excluding plain text emails, text messages, dial-up/offline readers, and multipart messages with both HTML and text in the same message) which



are actually opened.

Opt-In: Choice that users make to willingly sign-up for emails or services online. Very important for the pharmaceutical industry, especially when trying to engage HCPs.

Opt-Out: Another term for unsubscribe. Anyone who has signed up for a newsletter, emails, information, news etc., can ask to be removed from the list. It can be a legal requirement to offer this option.

Organic Search Results: Results from a search engine that appear because of their relevance to search terms rather than as a result of paid advertising.

Outbound Link: A link that takes people from the website they're visiting to a different site.

P

PageRank: A complex link analysis algorithm used by Google that compares the performance of web pages against each other. It assigns a numerical value to the 'importance or relevance' of a page and this can have an effect on where the page appears when searched for via Google.

Page View: Also known as Page Impression. The term used to describe the request a server receives to load a single web page.

Pay Per Impression: An online advertising model in which advertisers pay a fee based on the number of views their ad receives.

Pay Per Lead: An online advertising model in which advertisers pay a set fee for each lead – such as a completed survey or form submission – generated by an affiliate.

Pay Per Post: Paying an outside party to post information on a forum as a way to generate revenue or interest.

Pay-Per-Click: An online advertising model in which advertisers pay a fee each time a user clicks their advertisement. This is different from Pay-Per-Sale marketing, where a user has to actually buy something for the advertiser to be charged. The fee is often negotiated via an auction, with advertisers bidding on search engine keywords relevant to their target audiences.

Pay-Per-Inclusion: A search engine marketing model in which website owners pay a fee to guarantee their site will be listed for specific keyword search terms.

Pay-Per-Sale: A pricing model for online advertising in which advertisers pay based on each actual sale an ad generates.

Permission Marketing: Marketing activities (usually e-marketing) for which a customer or target has given consent. Marketers obtain specific permission to contact customers before sending information (such as an email). It is essential for the pharmaceutical industry to obtain explicit and documented permissions.

Personalisation: Delivery of personalised content via email, direct mail,



website or other media based on implicit behaviour—such as email opens or forwards—as well as explicit behaviour (form completion).

Plaxo: An online address book and social networking service that automatically updates contact information as users make changes.

Podcast: A series of audio or video media files posted online. Podcasts are usually released episodically and syndicated to subscribers via RSS.

Positioning: The way that people think and feel about your brand. See USP.

Profiling: Build a picture of a target customer based on information from various sources including offline interactions, rep feedback and demographic data. The more you understand about your target audiences the better able you are to provide them with what they want and need.

Psychographics: A classification of attributes relating to personality, values, attitudes, interests, opinions, aspirations, and lifestyles (as opposed to behavioural or demographic attributes).

R

Recency: Refers to how recently a prospect has been contacted, responded to a communication or engaged in any specified activity.

Reciprocal Link: When the owners of 2 different websites decide to publish links to each other's site for mutual benefit.

Response Attribution: The ability to attribute user behaviour to the media that triggered the response.

Retention: Making sure that visitors to your site keep coming back.

Rich Media: Interactive media (usually a web page or an online advertisement) which mixes text, audio, or video to enhance the user's experience. Effects are often created using Flash, Javascript, or Shockwave.

RSS (Really Simple Syndication): An XML-based system that allows users to collect frequently updated content such as news headlines, blog posts, and articles in one place using a simple reader (usually called an "RSS reader", "feed reader", or "aggregator"). Readers are web-based, desktop-based or accessible by a mobile device.

S

Search Engine Marketing (SEM): The process of promoting a website by increasing visibility in search engine result pages. It includes Search Engine Optimization (SEO), submissions, and use of paid programs like Google AdWords.

Search Engine Optimization (SEO): The process of improving a web site's ranking in search engines to increase visibility and attract more visitors. This is achieved through page design, consistent HTML tagging, links, and creating content based on core keywords.

Search Engine Submission: Submitting a web site URL directly to a search



engine with the aim of influencing search engine rankings.

Search Terms: See Keywords.

Segmentation: Grouping target audiences into subsets based on shared characteristics—such as disease, therapy area, clinical specialty, don't see reps, prevalence—each segment can then be presented with different messages or solutions.

Short Message Service (SMS): The text communication service for sending short messages between fixed line or mobile phone devices (including smart phones).

Sidebar: Information placed at the side of a web page; usually a column or multiple columns along either or both sides of the page offering extra information.

Skyscraper: A tall, narrow online ad, typically running along the right or left side of a web page. Skyscraper ads tend to be larger than vertical ads.

Social Media Optimization (SMO): A set of methods for attracting visitors to website content through social media.

Social Affinity Marketing (SAM): Or Social Influence Marketing. A powerful new strategy that identifies and brings together groups of people with shared interests. The main objective is to identify and influence important key opinion leaders and influencers who can be called upon to support you in a crisis. Potentially valuable for Pharma to identify new online KOLs.

Social Bookmarking: A method of storing, sharing, and discovering web pages. The pages and resources themselves are not shared; only the bookmarks that reference them.

Social Media Lead Generation: Using of social media and social networks to generate leads for a business or organisation.

Social Media Marketing: The use of online communities and social networks as a channel to promote goods and services. The objective is to create content that attracts attention and generates online conversations among individuals within social networks. The message spreads from person to person and can have extra resonance because it then comes from a trusted source and not the company itself

Social Media: Social media refers to information and content created by people using online publishing technologies. Unlike traditional offline publishing, these technologies are increasingly easy to access and use. Social media can transform the way people discover, read and share news, information, and content. It allows individuals to become publishers of content and information rather than just consumers. Social media has become extremely popular because it allows people to connect online and develop new kinds of relationships for personal and business reasons.

Social Networking: An online service, platform or site that allows people to discover and communicate with new friends or colleagues by aligning shared



interests, related skills, or a common geographic location. Facebook, Twitter, and LinkedIn are examples of social networks.

Spam: Unwanted and unsolicited email or messages, usually of a commercial nature and sent in bulk.

Spider: Also known as a web crawler, a spider is an automated software agent that combs through websites, indexing pages for search engines.

Split-Run: A technique in advertising research; two versions of the same ad are placed on different websites for testing purposes.

Splog (Spam Blog): A blog which does not provide its own content. Authors generally use splogs to promote other sites and increase search engine rankings, or to sell links and ads.

Style Sheet: A file written in a style sheet language such as CSS or XSL which defines a website's visual layout. The style sheet is separate from the markup of a webpage that contains information on content and structure.

Syndication: Making specific online content available across a network of websites.

T

Tags: Labels that are attached to the content of a web site, bookmark, photo or blog post that helps to describe what the content is and makes it easier to categorise or find. You can assign multiple tags to the same online resource. Tags are a useful way of organising, retrieving and finding information.

Text Ad: An online advertisement that uses text and hyperlinks rather than graphics, sound, or animation.

Thought leader: An organisation or individual recognised as having innovative ideas.

Twitter: Twitter is an online social networking and microblogging service that enables users to send and read other messages called tweets. Tweets are limited to 140 characters of text and are displayed on the author's profile page. Tweets are publicly visible by default but users can restrict message delivery to friends. Users may subscribe to other authors' tweets—this is known as following, while subscribers are known as followers.

U

Unique Visitor: An individual who visits your website. Unique visitors are only counted once no matter how many repeat visits they make to your site within a given time period. The IP address of the computer they use to visit your site is often the means of identification.

URL Tracking: Technology that allows you to track where your online visitors are coming from. It can be useful to know which sites generate the most traffic for your site.



V

Vertical Banner: A banner ad, usually appearing on the right-hand side of a website page, with vertical dimensions.

Viral Marketing: A marketing technique that utilises as many different channels as possible to reproduce the effect of “word of mouth” buzz. The intended result is to increase brand awareness or product sales through self-replicating viral processes (similar to the spread of pathological or computer viruses). Viral promotion usually takes the form of videos, text messages, interactive games, images, software, and email.

Vlog: A video-based blog.

W

Web 2.0: Commonly understood to be a new generation of technology that allows the web to be used differently. In reality it describes a shift in the way that the web is used for interaction, collaboration and sharing rather than any major technological change. Examples of Web 2.0 include social networking sites, blogs, wikis, video-sharing sites, web applications and mashups.

Web Directory: An organised online directory of links to other web sites, usually related to a specific topic or divided up into categories.

Web Host: Usually a business or company; provides space on servers as well as Internet connectivity to enable clients to make their websites accessible via the World Wide Web.

Webinar (Webcast): Short for web-based seminar. An interactive, often educational seminar or event conducted via the Internet. Usually a live presentation which users participate in via their own computers, saving them the expense of traveling to a physical site.

Wiki: A collaborative website that can be edited by anyone with access to it. The best-known example is the online encyclopedia Wikipedia, which anyone can help to write and update. Wikis are usually powered by wiki software and used to help people share reference material and documents, which can be contributed to by colleagues or even members of the public. Wikis are often used to create collaborative or community websites, in corporate intranets, and in knowledge management systems.