

# DIGITAL MARKETING BUZZWORD CHEAT SHEET

Test your applicants' knowledge of these commonly referenced industry topics.

## [ DIGITAL TERMS EVERY POTENTIAL NEW HIRE SHOULD KNOW ]



### NEED TO KNOW

[ BASIC KNOWLEDGE ]

Audience Growth  
Business Development  
Facebook  
Google My Business  
Instagram  
LinkedIn  
Marketing

Performance  
Search  
Social Media  
Social Platforms  
Strategy  
Traditional Media  
Twitter



### GETTING THERE

[ INTERMEDIATE KNOWLEDGE ]

A/B Testing  
Content Marketing  
Direct Response  
Direct Traffic  
Facebook Business  
Manager  
Impressions  
Inbound Marketing  
Landing Page

Lead Generation  
Organic Reach  
Outbound Marketing  
Paid Online Advertising  
Project Management  
Retargeting  
Social Engagement  
Web Analytics  
Website Optimization



### EXPERT COMING THROUGH!

[ ADVANCED KNOWLEDGE ]

Ad Exchange  
Ad Servers  
Click Through Rate  
Conversion Rates  
Cost Per Click  
Demand-Side Platforms

Display  
New User Revenue  
Programmatic  
Qualitative Successes  
User Acquisition