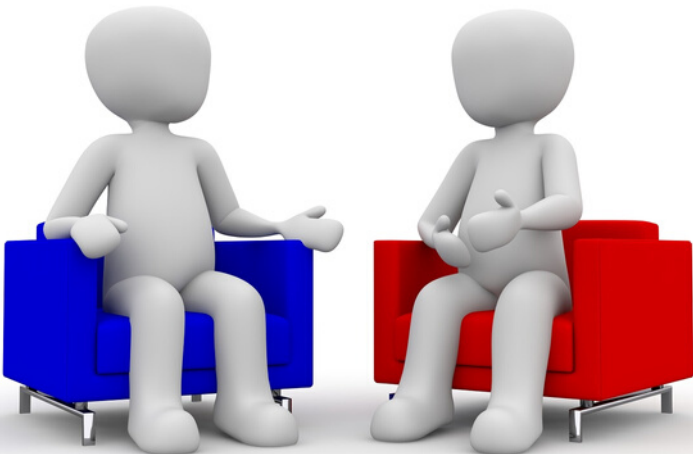


# 150 + ACRONYMS in Digital Marketing

**Did  
you?**

**TL, DR**



**A.C.R.O.N.Y.M.S have been part of our lives for a while now.**



**We use them during chats, texts, comments and verbal communications.**

**How did you come across this eBook?**

**Was it through LI, FB or IG?**

**Or did you JGI?**

**Can you please RT this page?**

**See what I mean 😊?**

**Say, in an interview if you are asked,**

**“What is your SERP strategy?”**

**“How would you calculate CLV?”**

**“Explain AIDA”.**

**Before answering, you should be aware of the terms, right?**

**Sometimes, you are asked these questions partly to check if you ARE familiar or not.**

**As a Digital Marketer you and I need to be aware...  
...of the acronyms that have garnered attention.**

**Here we go...**

## **A**

**AIDA - Attention, Interest, Desire, Action**

**AMA - Ask Me Anything**

**AOV - Average Order Value**

**API - Application Program Interface**

**AR - Augmented Reality**

**ARPU - Average Revenue Per User**

**AS - Article Submission**

## **B**

**B2B - Business to Business**

**B2C - Business to Consumer**

**BRB - Be Right Back**

**BTS - Behind The Scene**

# C



**CAN SPAM - Controlling the Assault of Non-Solicited and Pornographic Marketing**

**CLV - Customer Lifetime Value**

**CMS - Content Management System**

**COA - Cost Of Acquisition**

**CPA - Cost Per Acquisition**

**CPA - Cost Per Action**

**CPC - Cost Per Click**

**CPL - Cost Per Lead**

**CPM - Cost Per Thousand**

**CPO - Cost Per Order**

**CPV - Cost Per View**

**CR - Customer Reviews**

**CRM - Customer Relationship Management**

**CRO - Conversion Rate Optimization**

**CSS - Cascading Style Sheet**

**CTA - Call To Action**

**CTR - Click Through Rate**

**CVR/CR - Conversion Rate**

**CX - Customer Experience**

**D**

**DIY - Do It Yourself**

**DKI - Dynamic Keyword Insertion**

**DLP - Directory Listing Page**

**DLR - Deep Link Ratio**

**DM - Direct Message**

**DMM - Digital Media Marketing**



**DNS - Domain Name Server**

**DSP - Demand Side Platform**

**E**

**EAT - Expertise Authority Trust**

**ETL - Extract Transform Load**

**ECPC - Enhanced Cost Per Click**

**EMD - Exact Match Domain**

**EPC - Earnings Per Click**

**ESP - Email Service Provider**

**F**

**F2F - Face To Face**

**FCP - Frequently Cached Page**

**FOMO - Fear Of Missing Out**

**FTP - File Transfer Protocol**



**FYI - For Your Information**

**G**

**G+ - Google Plus**

**GA - Google Analytics**

**GAP - Google Advertising Professional**

**GAW - Google Adwords**

**GIS - Google Image Search**

**GSC - Google Search Console**

**GTM - Google Tag Manager**

**H**

**HTML - Hyper Text Markup Language**

**I**

**IBL - Inbound Links**

**IG - Instagram**

**IM - Instant Messaging**

**IM - Internet Marketing**

**IP - Internet Protocol**

**ISP - Internet Service Provider**

**J**

**JGI - Just Google It**

**K**

**KDA - Keyword Density Analyzer**

**KEI - Keyword Effectiveness Index**

**KPI - Key Performance Index**

**KWR - Keyword Research**

**L**

**LB -Link Building**



**LOL - Lots Of laughter**



**LPO - Landing Page Optimization**

**M**

**MoM - Month On Month**

**ML - Marketing Qualified Lead**

**MT - Modified Tweet**

**MTO - Meta Tag Optimization**

**N**

**NAP - Name Address Phone**

**NSEO - Negative Search Engine Optimization**

**O**

**O2O - Online To Online/Online To Offline**

**OBL - Outbound Links**

**ORM - Online Reputation Management**

**OS - Operating System**



**P**

**P4P - Paid For Placement**

**PFI - Pay For Inclusion**

**PFL - Pay For Listing**

**PFP - Pay For Performance**

**POS - Point Of Sale**

**PPC - Pay Per Click**

**PPP - Pay Per Post**

**PPR - Pay Per Rank**

**PPV - Pay Per View**

**PPV - Pay Per Visitor**

**PR - Page Rank**

**PV - Page View**

**QRC - Quick Response Code**



**R**

**RFP - Request For Proposal**

**ROFL - Rolling On the Floor Laughing**

**ROI - Return On Investment**

**RSS - Really Simple Syndication**

**RTB - Real Time Bidding**

**RT - Re-Tweet**

**S**

**SaaS - Software As A Service**

**SB - Social Bookmarking**

**SE - Search Engine**

**SEM - Search Engine Marketing**

**SEO - Search Engine Optimization**

**SEP - Search Engine Positioning**



**SER - Search Engine Ranking**

**SERM - Search Engine Results Management**

**SERP - Search Engine Results Page**

**SEW - Search Engine Watch**

**SLA - Service Level Agreement**

**SMB - Small & Medium Business**

**SME - Small & Medium Enterprise**

**SMM - Social Media Marketing**

**SMO - Social Media Optimization**

**SMP - Social Media Platform**

**SMS - Short Messaging Service**

**SMX - Search Marketing Expo**

**SNS - Social Networking Service**

**SoLoMo - Social Local Mobile**



**SQL - Sales Qualified Lead**

**SQL - Structured Query Language**

**SRM - Search Reputation Management**

**SSL - Secure Server Locket**

**T**

**TBPR - Tool Bar Page Rank**

**TL DR - Too Long Didn't Read**

**TLA - Text Linked Ads**

**TLD - Top Level Domain**

**TLP - Top Level Page**

**TOS - Terms Of Service**

**U**

**UGC - User Generated Content**

**UI - User Interface**



**URL - Uniform Resource Locator**

**USP - Unique Selling Proposition**

**UX - User Experience**

**V**

**VOD - Video On Demand**

**VTC - View Through Click**

**W**

**WFH - Work From Home**

**WOM - Word Of Mouth**

**WWW -World WideWeb**

**X**

**XML - Extensible Markup Language**

**Y**



**YOY - Year On year**

**YTD - Year Till Date**

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