



The Essential Marketing Glossary for Scaleups

Key terms every founder and marketer needs to know
to scale smarter.

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A - C: The Fundamentals

Account-Based Marketing (ABM)

A highly targeted B2B strategy that focuses on engaging specific high-value accounts rather than a broad audience.

Brand Awareness

The level of recognition and familiarity an audience has with your brand.

Bounce Rate

The percentage of website visitors who leave without interacting with the page or navigating to another page.

Buyer Persona

A detailed profile of your ideal customer, including demographics, pain points, and buying behavior.

Call-to-Action (CTA)

A prompt encouraging the user to take a specific action (e.g. "Download Now," "Book a Demo").

Churn Rate

The percentage of customers who stop using your product or service over a given period.

Click-Through Rate (CTR)

The percentage of people who click on a link after seeing it in an email, ad, or search result.

Conversion Rate

The percentage of users who complete a desired action (e.g. filling out a form, making a purchase).

D - G: Key Metrics & Strategies

Demand Generation

Marketing efforts that create awareness and interest in your product, moving potential customers through the sales funnel.

Drip Campaign

A series of automated emails sent over time to nurture leads or re-engage customers.

Earned Media

Publicity gained through organic efforts like PR coverage, social shares, and word-of-mouth rather than paid promotion.

Engagement Rate

A measure of how actively users interact with content (likes, shares, comments, etc.).

Funnel (Marketing Funnel)

The journey a potential customer takes from awareness to conversion, typically divided into Top (Awareness), Middle (Consideration), and Bottom (Decision) stages.

Growth Hacking

A data-driven approach to rapid growth using creative, low-cost strategies to acquire and retain customers.

H - P: Advanced Strategies

Inbound Marketing

A strategy that attracts potential customers through valuable content, SEO, and organic engagement instead of outbound sales tactics.

Key Performance Indicators (KPIs)

Measurable metrics that track progress toward business goals (e.g., Customer Acquisition Cost, Lifetime Value, conversion rates).

Lead Generation

The process of attracting and capturing interest from potential customers through marketing efforts.

Lead Nurturing

Engaging with leads over time through personalised content and communication until they are ready to buy.

Marketing Qualified Lead (MQL)

A lead that has engaged with marketing content and is likely ready for sales follow-up.

Omnichannel Marketing

A seamless approach to marketing across multiple channels (email, social media, paid ads, in-person events, etc.).

Pay-Per-Click (PPC)

A form of digital advertising where you pay only when someone clicks on your ad.

Q - Z: Optimisation & Beyond

Return on Investment (ROI)

A measure of how much revenue marketing efforts generate compared to costs.

Retention Rate

The percentage of customers who continue using your product over a given period.

Search Engine Optimisation (SEO)

Techniques to improve website ranking on search engines and increase organic traffic.

Thought Leadership

Establishing authority in an industry by consistently sharing valuable insights, content, and opinions.

Total Addressable Market (TAM)

The total demand for a product or service in a specific market.

Vanity Metrics

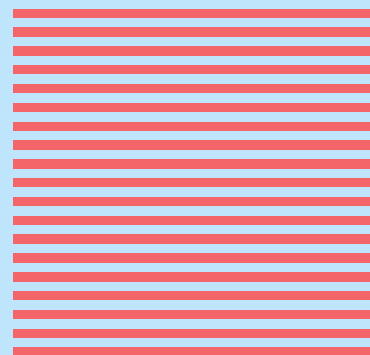
Metrics that look impressive (e.g., social media followers) but don't necessarily drive revenue or business growth.

Webinar

An online event to educate and support customers. Should provide value and interest.

Understanding these terms is
the first step toward
marketing smarter, not
harder.

Want to apply them
effectively in your scaleup?
H&C Elevate can help you
build a high-impact
marketing strategy that
drives real results.



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Need expert marketing
support? Get in touch today!

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