

# Marketing Acronyms

## Business Owners Should Know

### **B2B**

#### **Business to business**

Marketing your business to other businesses

### **B2C**

#### **Business to consumer**

Marketing your product to people, not businesses

### **CX**

#### **Customer experience**

How your customers interact with your business – everything from a quick call to the helpdesk to a game-changing purchase

### **CRM**

#### **Customer relationship management**

A way of keeping track of customers and what they need from you

### **USP**

#### **Unique selling point, or unique sales proposition**

The special something that makes your business stand out from the crowd

### **PPC**

#### **Pay per click**

A search engine promotes your business and you pay every time someone clicks your ad

### **SEO**

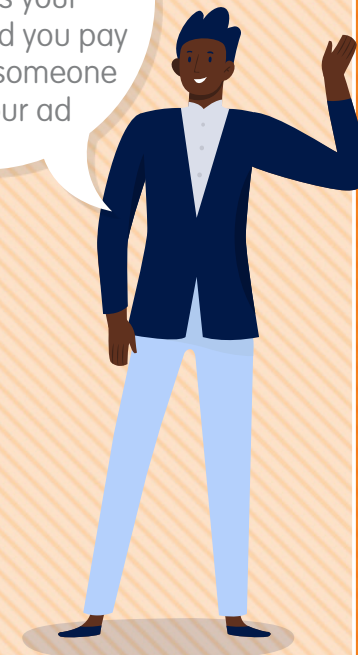
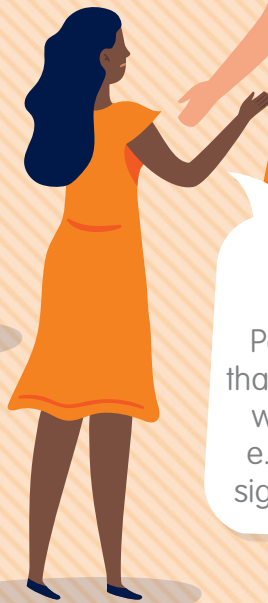
#### **Search engine optimisation**

Helping Google find your website, usually through keywords and making your website run faster

### **CTA**

#### **Call to action**

Part of your marketing that tells people what you want them to do next, e.g. buy the product or sign up to the newsletter



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