

## Funnel Building Workshop For Beginners

# GLOSSARY

These are terms that you will hear during the class. These are commonly used terms in the internet marketing space and we advise that you have a good understanding of the definitions. Feel free to Google them for more info. When it comes to learning new stuff Google is your friend.

**Funnel** - a process for converting a prospect into an action taker by guiding them through a coordinated series of steps and instructions. Funnels are often made up of web pages, emails and an assortment of marketing messages. These pieces can be spread out over time and made to be somewhat interactive so that the prospect can tailor their own path across the funnel.

**Lead Funnel** - this is a type of funnel where the main purpose is to capture a lead and begin the trust building process.

**Affiliate Funnel** - this is a type of funnel where a lead is offered one or more affiliate products as they are guided through a series of web pages

**Landing Page** - this is typically the first web page of a funnel. In most cases it is an optin page where the visitor is asked to enter their email address into a field so the funnel process can begin. The details are usually captured using an ethical bribe.

**Quiz Landing Page** - this is a landing page where the optin form is styled like a quiz or a survey. Essentially the prospect is asked some questions and each response serves as a micro commitment that brings them closer to subscribing.

**Confirmation Page** - this is a web page used to tell the prospect that they have succeeded in the prior step of the funnel. This page often puts the prospect into a holding pattern where they must now go and find an email link or some other take some sort of action before proceeding.

**Thank You Page or (Fulfillment Page)** - this is a web page that signifies completion of part of the funnel, perhaps a payment or a subscription has been authorized. In many cases this page also serves as a place to deliver or fulfill digital goods (download links) for items purchased or requested.

**Bridge Page** - there are many different definitions for what constitutes a “bridge page” but essentially this is a web page created for the purpose of “warming up” or prefacing a lead before sending them to an offer. A bridge page “bridges” the gap between an ad and an offer.

**Bonus Page** - this is a web page where a marketer offers a product or many products as a free incentive for the prospect to do something like purchase a product through an affiliate link.

## Funnel Building Workshop For Beginners

**Sales Funnel** - this is the type of funnel that is geared towards selling a product. The term “sales funnel” usually refers to the entire sales process that a vendor puts their visitors through.

**Sales Page** - this is typically the page in the funnel where the front end product is offered for sale. This isn't necessarily the first page in the funnel but it is typically the page where the prospect is first asked to make a purchase. Sales pages are designed very intentionally for the traffic being marketed to.

**Order Page** - this is typically the web page between the sales page and the payment page where the visitor can review and or modify their order by adding/removing items, calculating shipping or simply reviewing their order before paying.

**Payment Page** - this is the page where payment is collected using a payment processing system. Oftentimes this is a page generated by the payment platform the vendor is using. Platforms typically allow the vendor to slightly modify their payment pages to provide a seamless transition from their site to the payment gateway.

**Upsell Page** - this refers to a type of sales page offering a higher priced item for the prospect to buy. Upsell pages come AFTER the sales page and they are typically shorter and more concise than a traditional sales page.

**Downsell Page** - this refers to the type of page offering a lower priced item for the prospect to buy. Downsell pages come AFTER the sales page AFTER the upsell page and they are typically shorter and more concise than a traditional sales page. Downsell offers should contain less material than the prior offer, not just a lower price for the same offer.

**Fulfillment Page (Thank You Page)** - this is a web page that signifies completion of part of the funnel, perhaps a payment or a subscription has been authorized. In many cases this page also serves as a place to deliver or fulfill digital goods (download links) for items purchased or requested.

**The Webinar Funnel** - this is a funnel designed to register prospects for a webinar event. This can be a LIVE or evergreen webinar recording.

**Registration Page** - this is typically the first page of a webinar funnel, it is very much like a landing page but the optin form also registers the subscriber for an online webinar event.

**Waiting Room Page** - this is a page with a countdown timer where the prospect waits for the webinar event to begin. These pages are typically provided by the webinar platform, where the event is being hosted on.

**Live & Replay Webinar Page** - these are the pages where a registrant can go and watch the webinar they have agreed to attend. The LIVE page is usually created by the webinar platform. These platforms typically provide a replay page as well but many markets chose to host the replays themselves on their own webpage so they can add additional content like testimonials and countdown timers to create

## Funnel Building Workshop For Beginners

impulse.

**The Viral Lead Funnel** - this is a variation of a basic leadfunnel where each new subscriber is asked to invite their friends before getting the item they opted in for. This page usually offers a BIGGER reward if the subscriber invites others. Even if a small percentage of subscribers invites friends the funnel is in a position to self perpetuate (go viral)

**Inviter Page** - this is the webpage in a viral funnel where the prospect is asked to invite friends in exchange for a greater reward. This is typically accomplished with a sharegate or similar type of software application or plugin.

**Big DL Page** - in a viral funnel the big download page is the web page where the prospect is taken to if they actually shared or performed an action to deserve the BIG prize.

**Small DL Page** - in a viral funnel the small download page is the web page where the prospect is taken to if they did NOT share or perform the required action to deserve the small prize.

**Autoresponder Segmentation** - the ability to separate subscribers based on specific parameters or “tags” within your autoresponder service.

**Breakpoints** - this term refers to any part of a funnel where there is an opportunity for the prospect to leave or otherwise be lost.

**Business Funnel** - this is the overall funnel for your entire business. In many respects this is the interconnection of all your funnels both online and offline which comprise your entire business.

**Drip Feeding** - this is the act of “dripping” or slowly releasing information or material to a prospect, a subscriber or a customer over time. Dripping content is done using software that compares the current date to the subscription date and displays only material that has been earned at any given date/time.

**Opt-in Form** - this is a form field where the visitor is asked to enter their name and email (or other data) and then click a button to submit the information. Typically these forms are generated with a snippet of code provided by the autoresponder company you are using. Some page building applications give the ability to design pretty forms that connect with your autoresponder service.

**Page Builder** - this is typically an online software service that enables you to design your own webpages using simple visual drag and drop features instead of coding. Many page builder

## Funnel Building Workshop For Beginners

softwares and plugins come with pre designed pages and funnels that can be easily modified.

**Return URL** - this usually refers to the url of a webpage where a visitor is “returned” to or redirected to after they complete an action like payment, purchase or subscription.

**Cookies** - A cookie is a snippet of code set on the visitors browser by the affiliate network when a referral link is clicked.

**Hardcoding** - within the internet marketing community this term refers to the act of physically injecting an affiliates id number into a link as a way to assure that they get credit for a sale or referral. Hardcoding is a very appealing thing to many affiliates when deciding to promote your product because it assures that their affiliate cookie won't be overwritten if a prospect clears their cache or switches to a different device before purchase.

**Affiliate Networks** - are websites that offer the ability for users to promote products and earn a commission. The network connects vendors with affiliates (referrers) and provides custom links to each for tracking and commission payment purposes.

**High Ticket / Mid Ticket / Low Ticket** - these terms refer to the purchase price of an item usually in relation to its placement in a sales funnel. Traditionally we see high ticket items on the back end of a funnel as they require more trust to be built before the pitch is made. There are no exact rules for how much money constitutes a low / middle / or high ticket item but traditionally low ticket is under \$100 - Mid ticket is \$100 - \$996 and high ticket is \$997+

**Backend Webinar** - this typically refers to a webinar which takes place at the back end of a funnel after a prospect has already made at least one congruent purchase. Backend webinars typically offer a high ticket item for sale. This is where most of the money from a product launch is made.

**QR Codes** - “Quick Response Codes” are scannable images like barcodes on products you buy in a department store. It is a machine-scannable image that can instantly be read using a Smartphone camera. Every QR code consists of a number of black squares and dots which represent certain pieces of information. You can use QR codes in your marketing to get offline prospects to enter your funnels using a smartphone.

**SMS Text Message** - SMS is an abbreviation for Short Message Service. In layman's terms: it's a text message. There are many SMS messaging services like TWILIO that enable you to include text messages in your marketing as a form of communicating with p[rospects].

## Funnel Building Workshop For Beginners

**Tripwires** - these are calls to action that are strategically embedded into certain places of a funnel. Common methods for trip wires are embedded links inside of PDF ebooks, reports and checklists which users will click on naturally in the process of consuming the original content.

**Funnel Reinjection** - this is the process of re introducing a prospect to some point in the funnel as part of their post purchase steps. For example on the thank you page you may offer an additional “unadvertised bonus” if they go back and purchase an upsell that they originally skipped over.

**Sharegate** - this is a software or plugin which gives the ability to require visitors to share a web page in order to gain access to something else. For example... share on facebook to receive this free gift. In recent years Facebook has regulated the way sharegates operate and you should read their TOS before using one.

**One Click Optin** - this is the subscription process whereby the business receives the subscribers name and email without them having to actually enter it into a form This “one click” methods happens when the user agrees to pass the information into the form using a separate third party website like Facebook or Google.(ie. Log in with facebook)

**Traffic** - this refers to a flow of website visitors. People that visit a website using their web browsers.

**Good Traffic** - It's generally agreed that good traffic would be traffic comprised of real human visitors that are targeted or actually interested in the subject of your webpage

**Bad Traffic** - It's generally agreed that bad traffic would be useless clicks that may or may not even be human visitors and do not turn into conversions but instead drive up complaints and skew your metrics

**Visitors** - this refers to the people that actually landed on a website and view its content.

**Unique Visitors** - this is the number of visitors excluding REPEAT visits. People that have visited the same page more than once or refreshed the page in their web browser.

**Clicks** - this is the count of times that a LINK has been pressed “clicked” by a person with the intention of visiting a website. The amount of clicks that a link gets can (and usually) is different than the count of visits that the target website gets.

**Traffic Trap** - this is when you invest a substantial amount of time and money creating a product or offer to promote but then you have no one to actually promote it too. Traffic should not be an afterthought, it should be your FIRST thought.

**Subscriber List** - This is a collection of names and email addresses in a database.

## Funnel Building Workshop For Beginners

**Lead** - This is a person that is a potential subscriber or already subscriber depending on the context.

**Lead Magnet** - This is an item used to attract leads. Typically a digital product that is offered as an ethical bribe on a landing page.

**Lead/Traffic temperature** - refers to hot, warm, cold and is a way of categorizing a lead's (prospect's) propensity to purchase now. Cold is untargeted. Warm is pre marketed. Hot is ready to buy.

**BBC** - The three ways of getting traffic. You can Buy, borrow or create it.

**Reciprocate** - in marketing, as it applies to traffic, the term reciprocate refers to mailing for a vendors offer as a way to return the "favor" of him/her first mailing for YOUR offer.

**Digital Product** - This can be any type of file or a collection of files that can be downloaded from the internet and are somehow valuable to the user.

**Landing Page or Squeeze Page** - a web page designed to capture visitor leads by enticing them to enter their email address (and/or other details)

**Email Marketing** - The practice of sending marketing messages to subscribers via email, typically for the purpose of promoting or selling something.

**Ethical Bribe** - The act of offering a visitor a free downloadable digital product in exchange for them submitting their name and email address into a webform.

**Webform** - This is the input fields that a visitor types their name and email address into for the purpose of subscribing to your email list. A webform can have various customizable input fields but must always have at least an email address field and a submit button. Fields can be optional or required.

**Opt-In** - 1(verb) the act of "subscribing" to a marketer's email list by entering an email address into a form on a squeeze page. 2(noun) the webform can be referred to as the "opt-in" or "opt-in form"

**Autoresponder** - the online service used to collect and store leads and manage email sequences.

**Autoresponder Sequence or Email Sequence** - a series of emails scheduled and queued to go out at certain times in a specific order for the purpose of getting a prospect to take action.

**Email Client** - the platform that a subscriber uses to read and store their email messages. I.e. Gmail, Hotmail, AOL, Yahoo.

**Broadcast Email** - This is an email message that is sent in real-time. Broadcast messages will be delivered in addition to any prescheduled sequence emails.

## Funnel Building Workshop For Beginners

**Email Campaign** - An chronologically organized series of emails designed to work together to accomplish a common purpose over time.

**Automated** - A process or facility that makes an operation largely automatic, or hands-free.

**Unsubscribe or Opt-Out** - This is when a subscriber chooses to remove himself from an email list.

**CAN-SPAM** - Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM) is a law that establishes the rules for commercial email and commercial messages, gives recipients the right to have a business stop emailing them, and outlines the penalties incurred for those who violate the law

<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

**GDPR** - The General Data Protection Regulation (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU). <https://gdpr.eu/what-is-gdpr/>

**Rinse and Repeat** - used to indicate the continual repetition of an action or sequence of events, typically in a way regarded as tiresomely predictable.

**Split Test** - this is when a vendor or affiliate gathers performance data on 2 or more methods for making conversions in efforts of optimizing a sales funnel or marketing process.

**I.P. Address** - An Internet Protocol address (IP address) is a numerical label assigned to each device connected to a computer network that uses the Internet Protocol for communication. The server that you are emailing from has a unique I.P address.

**Domain** - A domain name is the address where Internet users can access your website. A domain name is used for finding and identifying computers on the Internet. ... Because of this, domain names were developed and used to identify entities on the Internet rather than using IP addresses.

**Send From Email Address** - This is the email address that is displayed in the “send from” field when the message that the recipient gets. This email address can be the same as the “reply to” email address but it can also be different. Each address used in the sending of an email can actually resolve at a different IP address.

**SPAM** - Spam email is an unsolicited and unwanted “junk email” sent out in bulk to an indiscriminate recipient list. Typically, spam is sent for commercial purposes. It can be sent in massive volume by botnets, networks of infected computers

**Deliverability** - The ability to “inbox” or get your messages in front of your subscribers by avoiding the

## Funnel Building Workshop For Beginners

email clients spam traps and marketing filters.

**Open Rate** - The amount of email opened in contrast to the number of emails sent.

**Click Rate or Click Thru Rate** - The amount of link clicks from an email message in contrast to the number of emails sent and/or opened.

**Attrition** - The predictable trend or process of gradually reducing the strength or effectiveness of a subscriber list due to the steady loss of subscribers.

**Swipe File** - a file folder containing sample email messages for future use.

**Swipes** - pre-queued email marketing messages.

**Funnel** - a sales or lead capture process that walks a prospect through a series of product offers made on several pages of a website.

**Conversion** - the act of turning a prospect into an action taker, a visitor into a lead, a shopper into a buyer, etc. In affiliate terms “conversion” refers to sales made in comparison to unique visits.

**EPC** - this acronym stands for “Earnings Per Click” and it refers to the amount of money earned divided by the amount of visitors to a website.

**Commission** - an amount of money, typically a set percentage of the value involved, paid to an affiliate in an online sales transaction.

**Affiliate** - a person that is engaged in affiliate marketing by promoting a vendors product online through the use of a custom “affiliate link” provided by JVZoo. An affiliate is sometimes referred to as a “JV” which is short for “joint venture partner”

**Vendor** - a person or company that offers something for sale online by way of an affiliate network like JVZoo or Clickbank.

**Support** - this refers to help in various forms, (email, phone, in-person) from a vendor to ensure that a customer is satisfied with his/her purchase.

**Affiliate ID** - this is the number assigned to every affiliate network user (ie. JVZoo, Clickbank etc.) for the purpose of tracking sales, referrals, and other pertinent metrics associated with an affiliate promotion.

**Bonuses** - these are digital products like ebooks, reports, and software given away for free as an incentive to get a prospect to purchase a product through your affiliate link.

## Funnel Building Workshop For Beginners

**Launch or Product Launch** - in the internet marketing space a launch is what we call a co-ordinated product release. Essentially it is the time when the product vendor asks all his/her affiliates to inform their followers that the product is open for sale. Launches are like “grand openings” and typically last a week.

**Launch Contest or Launch competition** - during a product launch week, the vendor often holds a sales contest for affiliates with cash or physical goods offered as prizes in an effort to get those affiliates to promote more. Many affiliates enjoy the clout of seeing the name on the contest leaderboard because it also increases their popularity amongst other vendors.

**Leaderboard** - this is basically the list of affiliates, typically a top 10, that is posted by the vendor to show others who are ahead in the launch contest. Some affiliate networks like JVZoo and W+ actually provide leaderboards as part of their service.

**Bridge page** - there are many different definitions for what constitutes a “bridge page” but essentially this is a web page created for the purpose of “warming up” or prefacing a lead before sending them to an offer. A bridge page “bridges” the gap between an ad and an offer.

**Social Media Group / Facebook Group** - most social media outlets allow you to create a “group” within their platform where you, as the administrator, can assemble followers and communicate with them in bulk. Youtube calls them “channels”.

**Digital Stadium** - this term refers to any place online where you can group followers and communicate with them in bulk. This could be a facebook group, a youtube channel or even a list on an autoresponder.

**Traffic Fusion** - this is a strategy by which you would fuse or “connect” your websites, funnels or ads with someone else's. Their customers are exposed to your products while your customers are exposed to theirs.

**Ad Swap** - this is a form of traffic fusion where 2 marketers agree to mail for each other on the same day, typically to a squeeze page where they each try to snag as many of the other person's leads as they can.

**Solo Ad** - this is when you pay a marketer to email his list for you. Typically you would send that traffic to a squeeze page where you can capture his/her leads and then market to them yourself afterwards.

**Banner Exchange / Link Exchange** - these are services that facilitate cross navigation or cross promotion of visitors.

**Joint venture** - This is when 2 or more marketers team up to run a campaign. This could be a product launch or an affiliate promotion.

## Funnel Building Workshop For Beginners

**Backlink** - this refers to a link that points back to your website. Backlinks purposely and strategically inserted in articles, blog posts, ebooks and any other type of content that is intended to get seen over time. With regards to SEO the search engines are said to look favorably on websites that have a lot of backlinks

**Ezine - Electronic magazine.** - More commonly referred to as blogs now, there are basically websites that post articles on specific topics.

**Signature Ad** - this is when you advertise your website or product with your signature on posts or emails.

**Blog Hopping** - this is when you hop around from blog to blog leaving comments on people articles as a way to gain backlinks to your own site with signature ads.

**Giveaway Event** - this is a “launch” so to speak where the event host solicits free products to give away from a wide array of vendors and then offers them to the public on a giveaway site. Vendors do this for exposure and because they get to keep the contact details for leads that download THEIR products

**PPC - Pay Per Click** - this refers to advertising that charges you per the amount of clicks delivered. There are many companies that offer PPC style advertising (Google Adwords, Microsoft-Bing, Facebook) these advertising methods are often competitive and auction style.

**Viral Traffic** - this is traffic that comes to your site because it was strategically invited by traffic that has already visited your site. There are many tools out there to offer visitors incentives for referring more visitors.

**Organic Traffic** - traffic that finds your website naturally and not particularly as a result of content or tripwires (bread crumbs) that you have placed out there for people to find you.

**SEO** - Search engine optimization - this is when you dedicate time effort and money to “rank” your site high on the SERPS (Search Engine Results Pages). The higher up in the rankings you are, the greater the likelihood that you’ll receive clicks from people that are conducting searches for specific “keywords” that are relevant to the material on your site.