

# Marketing Jargon Field Guide

Quick reference for high-level ESL learners who need precise marketing vocabulary and meeting language

**Audience: advanced ESL learners in brand, product marketing, growth, content, SEO, lifecycle, demand generation, marketing operations, social, and agency roles**

Focus: high-level professional English for marketing workplaces, including customer insight, positioning, campaign briefs, content, SEO, paid media, lifecycle marketing, analytics, attribution, compliance, brand risk, and realistic marketing dialogue.

Designed for advanced ESL learners who already work in marketing, product marketing, growth, content, brand, marketing operations, demand generation, social, agency, or marketing-adjacent roles.

Teaching stance: marketing English is persuasion under constraint. Learners need to be clear, creative, evidence-aware, compliance-aware, and commercially useful. This course teaches professional language and judgment, not a guarantee that a campaign, channel, claim, or tactic will work in every market.

## How to Use Marketing Jargon Well

- Use the term only when it makes the marketing decision more precise.
- Pair jargon with audience, objective, channel, metric definition, proof, and risk.
- Define metrics across systems; platform, analytics, CRM, and finance reports may not count the same way.
- Avoid unsupported claims, hidden endorsements, manipulative urgency, and performance overstatement.

## Nomenclature and Jargon

Teach these terms as working vocabulary. Learners should be able to define the term, use it in a realistic sentence, ask a clarification question, and explain the business consequence. Because marketing terms vary by platform, company, funnel model, and reporting setup, learners should ask which definition is being used.

### Strategy and customer insight

Term	Working meaning
Segment	A meaningful subset of the market based on shared traits, needs, behavior, or value.
ICP	Ideal customer profile; the type of account or customer most likely to succeed and create value.
Persona	A model of a target user, buyer, or influencer used to guide messaging and content.
JTBD	Jobs to be done; what the customer is trying to accomplish in a situation.
Insight	A non-obvious customer truth or tension that can guide strategy or creative work.
TAM	Total addressable market; the broad revenue opportunity if the product served the whole market.
Positioning	How a brand or product should be understood relative to alternatives.
Value proposition	Specific value promised to a specific audience, supported by proof.

### Brand, messaging, and creative

Term	Working meaning
Brand promise	The core expectation a brand creates for customers.
Messaging hierarchy	Ordered structure of headline, value proposition, pillars, proof points, and CTA.
Proof point	Evidence that supports a claim, such as data, customer story, demo, or benchmark.
Tone of voice	The brand's consistent style of expression across channels.
CTA	Call to action; the requested next step for the audience.
Creative brief	Document that guides creative work with audience, objective, insight, message, mandatories, and constraints.
Campaign idea	The central creative concept connecting message, audience, and execution.
Brand consistency	Maintaining recognizable identity, tone, and promise across touchpoints.

### GTM and product marketing

Term	Working meaning
GTM	Go-to-market plan for launching or growing a product, feature, offer, or market motion.

Term	Working meaning
Launch tier	Level of launch investment and support based on business impact and complexity.
Buyer journey	Stages a buyer moves through from awareness to evaluation, decision, purchase, and adoption.
Sales enablement	Materials and training that help sales communicate value and move opportunities forward.
Use case	A specific situation where a customer uses the product to solve a problem.
Competitive positioning	How the product is framed against alternatives or status quo.
Objection handling	Language and proof used to respond to buyer concerns.
Win-loss insight	Learning from deals won or lost to improve positioning, product, or sales execution.

## Content and SEO

Term	Working meaning
Search intent	The likely goal behind a search query.
SERP	Search engine results page.
Keyword	A word or phrase targeted because people search for it.
Metadata	Page title, description, and other information that helps describe content.
Internal linking	Links between pages on the same site to help users and search engines navigate.
Backlink	A link from another site to your site.
Canonical	Signal indicating the preferred version of similar or duplicate pages.
Content brief	Instructions for a content asset, including audience, intent, angle, claims, proof, and CTA.

## Paid media and acquisition

Term	Working meaning
CPM	Cost per thousand impressions.
CPC	Cost per click.
CTR	Click-through rate; clicks divided by impressions.
CPA	Cost per acquisition or action, depending on the defined conversion.
CAC	Customer acquisition cost; total acquisition cost divided by new customers, depending on definition.
ROAS	Return on ad spend; revenue attributed to ads divided by ad spend.
Retargeting	Advertising to people who previously interacted with the brand or site.
Creative fatigue	Declining performance when the audience has seen the same creative too often.

## Lifecycle, CRM, and email

Term	Working meaning
Lead	A person or account showing some level of interest or fit.
MQL	Marketing-qualified lead based on agreed fit and engagement criteria.
SQL	Sales-qualified lead accepted or qualified by sales for active pursuit.

Term	Working meaning
Nurture	Planned communication that develops interest or readiness over time.
Segmentation	Dividing contacts or accounts into groups for relevant communication.
Deliverability	Ability of email to reach inboxes and avoid filtering or complaints.
Open rate	Percentage of delivered emails recorded as opened, with known measurement limitations.
Suppression list	List of contacts excluded from campaigns because of opt-out, risk, irrelevance, or policy.

## Analytics and measurement

Term	Working meaning
Attribution	Assigning credit to marketing touchpoints for an outcome.
Incrementality	Additional outcome caused by marketing that would not have happened otherwise.
Lift test	Experiment estimating causal impact by comparing exposed and control groups.
Cohort	Group of users or customers sharing a time period, behavior, or trait.
Funnel conversion	Rate at which people move from one stage to the next.
Sourced pipeline	Pipeline credited to marketing as the original source, depending on model.
Influenced pipeline	Pipeline where marketing touched the opportunity, depending on model.
Vanity metric	Metric that looks impressive but does not support a real decision.

## Compliance, privacy, and brand safety

Term	Working meaning
Substantiation	Evidence supporting express or implied advertising claims before launch.
Material connection	Relationship such as payment, employment, or free product that may require disclosure.
Disclosure	Clear communication of information needed to avoid misleading the audience.
Consent	Permission or legal basis for certain marketing communications or data use.
Opt-out	Process allowing people to stop receiving certain communications.
Dark pattern	Design that manipulates or misleads users into choices they may not intend.
Brand safety	Controls to reduce placement near harmful or unsuitable content.
Holding statement	Short approved response used while facts are still being confirmed.

## Common Meeting Moves

### Strategy and brief clarification

- Who exactly is the audience, and what behavior do we want to change?
- Is the goal awareness, demand capture, pipeline, retention, or brand trust?
- What customer insight is the campaign built on?
- Before we brief creative, we need the audience, message, offer, channel, budget, and measurement plan.

## Positioning and creative feedback

- Can we lead with the customer problem and use the feature as proof?
- The claim is clear, but the proof is not strong enough yet.
- Let's evaluate the creative against the brief, not personal taste.
- The tone can be more human without losing premium brand cues.

## Paid media and attribution

- Platform ROAS is useful, but we need to reconcile it with CRM revenue and lead quality.
- Last-click attribution answers a different question from influenced pipeline.
- This metric shows activity, not necessarily incrementality.
- Before scaling spend, we should diagnose audience saturation, creative fatigue, and landing-page conversion.

## Lifecycle and sales alignment

- The MQL definition should include both fit and intent.
- A rejected lead should create a feedback reason, not only a disagreement.
- Open rate improved, but click rate and downstream conversion tell us more about intent.
- This nurture path may be too sales-heavy for leads still in the education stage.

## Analytics and testing

- The result is directionally promising, but not conclusive.
- We should define the hypothesis, sample size, decision rule, and risk before launch.
- That is a vanity metric unless it changes a budget, message, or channel decision.
- The dashboard should separate leading indicators from business outcomes.

## Compliance and brand safety

- We need substantiation before making that claim.
- If there is a material connection, the disclosure needs to be clear.
- The copy creates urgency, but it may overstate scarcity.
- Let's pause scheduled promotion while we confirm facts and align on the response.

## Fast Contrast Pairs

Do not confuse	Working contrast
Audience vs persona	Audience is the real group addressed; persona is a model used to guide decisions.
Feature vs benefit	Feature is what the product has or does; benefit is why that matters to the customer.
Claim vs proof	Claim is what marketing says; proof is the evidence that supports it.
Traffic vs qualified demand	Traffic is visits; qualified demand shows fit, intent, and potential business value.
ROAS vs profit	ROAS uses attributed revenue over ad spend; profit considers margin, cost, retention, and quality.
Attribution vs incrementality	Attribution assigns credit; incrementality asks whether marketing caused additional outcomes.
Open rate vs engagement	Open rate records opens with limitations; engagement requires clicks, replies, conversions, or meaningful action.

Do not confuse	Working contrast
Creative fatigue vs bad strategy	Fatigue means performance declines from repeated exposure; bad strategy means the audience, offer, or message may be wrong.

## Source Orientation

- Federal Trade Commission advertising and marketing guidance, including claim substantiation, endorsements, reviews, testimonials, and CAN-SPAM guidance.
- Google Search Central SEO Starter Guide and Search Essentials for search, content quality, and technical SEO language.
- Google Ads attribution documentation for conversion credit and attribution-model vocabulary.
- HubSpot lifecycle-stage documentation for lead stage, funnel, and marketing-sales alignment language.
- Mailchimp guidance on open rates, click rates, and email reporting limitations.
- Platform, CRM, analytics, legal, privacy, and brand guidelines used by the learner's own organization.