

FIRSTSTEP PS

O N L I N E

Module 7: IM Lingo and Shop Talk



My ... What big words you have!

Okay, First Steppers, let's take a few steps into the internet marketing arena. Speaking the language and knowing the lingo allows you to feel comfortable and confident when talking with experienced professionals! (And make you *feel* like an experienced professional when you're chatting with a newbie!) Your next training modules will make more sense when you get a grasp on these words and phrases.

1. Above the Fold – A webpage or landing capture page that fits completely within display of your computer or internet device. This term comes from the newspaper world. The breaking news of the day grabs your attention on the front page "above the fold". In online marketing, if you have to scroll down to view the whole document or page, then it's not above the fold. The best response and conversion rates come from pages designed in this manner.



2. Affiliate Marketing – The most popular method of creating an income online by promoting and selling products you don't own, stock, or manufacture. You'll get commissions or payments when sales are made. It's probably the quickest and easiest way to earn an online income. (More details in Module 9.)

3. Autoresponder – A custom-formatted, cloud-based program which allows you to email your "captured" email addresses on a systematic basis. Many types of autoresponder services are available and are explained in a later module. Online marketers agree that an autoresponder is one of the most valuable tools in your business workshop. It delivers a series of time-based emails, *automatically*, to a list of subscribers for a particular campaign. Campaigns can be based on a product, a subject, a niche, or on training and education.

4. Banners – In the online world, banners are usually advertisements on a page in a website. They can be of various sizes, depending on the advertising guidelines of each site. Sizes are determined by pixels, a measuring element on the internet. Common banner sizes are: 125 x 125 pixels, 300 x 300 pixels, 468 X 60 pixels, 790 x 90 pixels; 150 x 250 pixels, etc. (See more info about pixels below.)

5. Building a List – One of the hottest and most profitable components of a marketing strategy to create online income. Internet Marketers commonly say, "The money is in the list," "The money is in your relationship with your list," or "The money is in your ability to sell to your list!" Building a list of subscribers or followers can generate on-going residual income for a long time and help you earn cash while you sleep! (Sounds good, eh?)

First Steps Advanced Module 3 teaches you how to build your list. Check out how to access this module by [clicking HERE](#).

6. Call to Action – The point at which a visitor is invited to respond favorably to the offer being presented. It could be a button, a link, or a form where visitors can enter details in exchange for further information or something being given to them.

7. Capture Form – A place or web field on a page where a visitor can enter their name, email address, or other details.

These forms can “capture” a wide variety of personal information. Generally, a name and email are the only requirements to become a subscriber to a website, blog, or marketing campaign.

8. Content Marketing – A beneficial and growing-in-popularity concept which provides relevant and worthwhile information to the recipient. Good content which is applicable to a visitor’s situation and helps them solve their problems brings value to the entire online marketplace, but *especially to your personal marketplace*.

9. Conversion – When visitors accept an offer, click a “call to action” button, or subscribe to a mailing list, you “convert” them from visitors into customers. Not all conversions give you immediate cash or continuous income. When you are building a list, a good conversion can simply mean the visitor enters his or her email and name to subscribe to receive your information or newsletter.

10. Cost per Click – The cost associated with getting one person to click on one particular ad, promotional sales page, or landing capture page. The prices vary. Individuals and businesses offer a wide variety of niches and targeted marketing lists for a certain cost for each person clicking on a link to an advertisement, banner, or solo ad. In addition, social media sites such as Facebook, Twitter, and Instagram, and browser brands such as Google, Yahoo, and Bing offer the same service.





11. Email Marketing – The use of emails to promote and sell a product or service. Usually an email list is created by subscribers opting into an email campaign. This list is hosted in an autoresponder program which periodically sends out requested information, training, or product promotion to your prospects and customers.

12. Funnel – A predetermined path of promotion and sales for a product or service which presents a free or low-cost item to lead customers to other items of greater cost. Most funnels have a “front-end” item, an “upsell,” followed by a “downsell,” and finally a higher priced “back-end product or service.” A multitude of funnel styles are possible depending on your avenue of marketing and sales.

13. Internet of Things (IoT) – The network of physical devices, vehicles, home appliances and other items embedded with electronics, software, sensors, actuators, and network connectivity which enables these objects to exchange data. Each thing is uniquely identified by a specific number and ability to connect to the internet. Experts estimate the IoT will consist of about 30 billion objects by 2020, and its global market value will reach \$7.1 trillion. (Wikipedia)

14. JPG, PNG, GIF, TIF – Standard computer extensions of photos, images, and graphics on the internet that indicate what type of format they are. Extensions (such as .jpg at the end of the photo name) have commonalities and differences so you need to choose the best format for your specific needs. For example, if you want a transparent background, use a png (or gif). Jpg photo files *cannot* have transparent backgrounds. If you want an animation element, use a gif extension. Tif (or “tagged image format”) files are normally used for high quality graphics, especially in printing. As your internet marketing skills expand, you will understand better where and when to use each photo extension.

15. Landing Capture Page (LCP) – Also known as a “Squeeze Page”, an LCP is a short webpage designed to attract visitors’ attention, create interest in a product or service, and compel them to respond to a “call to action.” When visitors “land” on this page, you want to “capture” personal information for future contact and promotions.



16. Lead Magnet – An e-book, report, action guide, or information you give away (A freebie!) to entice visitors to enter their name, email, or additional details. Lead magnets help you build a list of subscribers for future promotion of products and services you offer.

17. Niche and Niche Marketing – Promoting products, services, or interests appealing to a small, specialized section of the population. For example, a piano teacher promotes piano tutorials to their niche, “people who want to learn how to play the piano”.

18. Payment Service Provider – A company that processes your product orders, collects payment, and transfers the funds into your account. You have access to these funds to make purchases online or transfer them to your bank account. Some of the well-established and secure payment services are Paypal, JVZoo, ClickBank, Stripe, Payoneer, WePay, OFX Company. You'll find a complete list of payment service providers worldwide at this address:

https://en.wikipedia.org/wiki/List_of_online_payment_service_providers

19. Pixel – The basic building blocks of a digital image, the smallest unit of a digital image or graphic that can be seen on a display device. A pixel is represented by a dot or square on a screen. The quantity, size, and color

combination of pixels varies on each graphics card and monitor and is measured in terms of the display resolution.

20. Skype, Zoom, FB Live, Facebook Messenger – Applications and program for communication and interaction in the online community. One-on-one coaching and training often use these forms of communication for personal help and assistance.

21. Solo Advertising – A method of getting traffic or “eyes” on a particular product or service and an effective means to build a list or make sales in a particular niche market. Solo advertising providers offer individual email service to their list of buyers and subscribers on a “cost per click” (CPC) basis.



22. Traffic – The flow of people visiting your web site and viewing your offers. When you work on the internet, make sales, and market online, sufficient traffic is essential. You want to direct as much traffic to your offer as possible for the least amount of money. The best traffic is “targeted” traffic from visitors who have already shown an interest in your product or service.

23. Traffic Exchanges and Text Ad Exchanges – The exchange of web traffic on the basis of, “If you visit my site, I visit yours.” (You scratch my back, and I’ll scratch yours.) Sites which offer traffic exchange as a service to their members normally provide a no-cost and low-cost way to acquire visitors. To participate, webmasters or online marketers simply have to join and submit their own website on a traffic exchange site.

24. Video Marketing – The popularity of YouTube, Facebook, and other social media sites has exponentially expanded the use of video for marketing, tutorials, advertising, and online education. Within the next five

years, it is estimated that video will replace other forms of expression such as photos and copy.

25. Zip Files – Compressed files sent over the internet. A specific program is used to “zip” or “un-zip” a file, and a popular one is WinZip. (www.winzip.com). It’s free and you need it. Get it now, unless you can’t afford “free”. ☺





Knowledge is Power!
Power is Knowledge!

Okay, First-Stepper, let's see what you've learned. Please read the following paragraph. Can you understand what it means?

"For your first **funnel**, set up a campaign in your **autoresponder** to build your list of subscribers from a **LCP** with your **lead magnet**. Drive targeted **traffic** to your **niche** market with a **traffic exchange or solo ad provider**. Be sure to check the **CPC** because you want a good **ROI** and lots of **conversions**. Insert a **call to action** right below your **jpg** photo and link it to your **payment service**. To get the best engagement, your LCP needs to be **above-**

the-fold on your sales video and capture form page."

So how'd you do? Did you know all the lingo? Did all the tasks make sense to you?

If you understood everything, congratulations! You're a first-stepping genius! You're ready to start building your first campaign and sales funnel!

If not, don't worry. If you feel like you're stumbling on a few of your first steps, I'm here to help you stroll along pronto, chop-chop, lickety-split!

You might have run across some words or phrases that are still stumpin' you. If so, please drop me a quick email at walter@firststeps.online, and shoot me a

list of things you can't quite get your brain around. I'll send you additional meanings or definitions ASAP!

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