12 Fundamental Marketing Terms All Designers Should Know

Bounce Rate

The percentage of website visitors who navigate away from the site after viewing only one page.

KPI

Key Performance Indicator. Measurable values aligning designers' work with overarching business goals to positively impact performance indicators.

Buyer Persona

Understanding buyer personas informs designers about the preferences and needs of the target audience for tailored design work.

Lead

An individual expressing interest in a product or service, necessitating designers to create captivating content for lead attraction.

CTA

Call-to-Action. A prompt encouraging user action, highlighting designers' crucial role in creating visually compelling CTAs for conversions.

LTV

Lifetime Value. The predicted net profit from a customer, underlining the importance of designers in shaping a positive customer journey.

Churn Rate

The percentage of customers who stop using a product or service within a given time period.

MRR

Monthly Recurring Revenue. Predictable income from subscription models where designers contribute to user experience for consistent customer satisfaction.

CTR

Click-Through Rate. The percentage of users who click on a specific link, typically an advertisement, out of the total number of users who view it.

PPC

Pay-Per-Click. An online advertising model where advertisers pay a fee each time their ad is clicked.

CAC

Customer Acquisition Cost. The total cost incurred by a business to acquire a new customer.

Qualified Lead

A potential customer more likely to convert, emphasizing the role of designers in creating visually enticing content for lead generation.

Inbound Marketing

A strategy focused on attracting and engaging customers through relevant and valuable content, adding value at every stage of the customer journey.

ROI

Return on Investment. evaluates the profitability of an investment by dividing the net gain or loss by the initial cost of the investment.

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