

GLOSSARY

These are terms that you will hear on the webinar. 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 sales process that walks a prospect through a series of product offers made on several pages of a website.

Back End - the final offer made to a prospect after they have made their way through a sales funnel

OTO - a One Time Offer is a sales pitch that is shown to a prospect only once as they progress through a funnel

Upsell - an upsell is a higher priced offer made to a prospect that has just purchased.

Downsell - a lower priced offer made to a prospect that has just declined a purchase

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.

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.

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

VSC - Visitors Sales Conversions or VSC are the key metrics to look at when determining the sales performance of a product on JVZoo.

Catch 22 - a dilemma or difficult circumstance from which there is no escape because of mutually conflicting or dependent conditions.

JVZoo - The leading affiliate marketing network in the Internet marketing space. JVZoo provides the technology that connects vendors and affiliates so that sales can be made and tracked.

Commission - an amount of money, typically a set percentage of the value involved, paid to an affiliate in a 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

Opt In - the act of “subscribing” to a marketers email list by entering an email address into a form on a squeeze page

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

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

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 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.

High Ticket - this typically refers to the price of an item being offered for sale on a website. Opinions vary on what constitutes “high” ticket, but it is generally accepted that any product sold for more than \$1000 is high ticket.

Automated - a process or facility that makes an operation largely automatic.

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

Affiliate ID - this is the number assigned to every JVZoo user for the purpose of tracking sales, referrals and other pertinent metrics associated with affiliate promotion.

Cold Traffic - this refers to web traffic that is unaware, unsuspecting or otherwise unknowing of the information being presented to them on a particular website they are visiting. Cold traffic has not been pre-marketed to and has a very low propensity to buy in comparison to targeted traffic.

Dynamic Page - denoting or relating to web pages that update frequently or are generated according to an individual visitors behavior on page.



JV Approval - when an affiliate wants to promote a product they typically have to request permission from the vendor or “apply to promote” the product. This process is referred to as jv approval and is difficult for newbies with little or no sales history on JVZoo.

Marketing Material - these are the digital items used by vendors and affiliate to raise awareness about a product they are promoting so that they can attract customers and make sales. Marketing material include email copy, blog posts, ad creatives, ad copy, articles, images, banners and any other digital asset that can be used to attract attention and get clicks online.

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.

Focus Group - a demographically diverse group of people assembled to participate in a guided discussion or trial of a particular product before it is launched, or to provide ongoing feedback on such

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.

PLR - Private Label Rights - this acronym refers to any products where the creator has given you permission to modify and or do with the content whatever you wish (or whatever the specific rights for that product allow) Generally speaking, PLR products can be repurposed, resold and used however the customer wants to use them.