Avatar or buyer persona is a customer avatar represents a target consumer group most likely to want or need the product

Call to action is a piece of content intended to induce a viewer, reader, or [listener](https://www.google.com/search?sca_esv=4afd992475402443&sxsrf=ADLYWII3lNTRyBLjdKLrvL9SjvbAaYKnGQ:1735383352174&q=listener&si=ACC90nwZKElgOcNXBU934ENhMNgqigiEiAvIWsMpKt3NJ_YVXj1gmQkBucilDhsJDBPegE3feKQORCucD3EDeRm4rAKUBszPQcXaurqC38f9Vs9eYAVehV4%3D&expnd=1&sa=X&ved=2ahUKEwjrlIXipsqKAxUT7LsIHWi1OQQQyecJegQIFhAR) to perform a specific act, typically taking the form of an instruction or [directive](https://www.google.com/search?sca_esv=4afd992475402443&sxsrf=ADLYWII3lNTRyBLjdKLrvL9SjvbAaYKnGQ:1735383352174&q=directive&si=ACC90nytWkp8tIhRuqKAL6XWXX-Nyfgd62JrqjT-maynbmCODZRcaNon_wzW85cDsyxfWRnldvrG55XyZCXw5u-za7E6V6ONljdX_G_6YpffgAlifjz46ts%3D&expnd=1&sa=X&ved=2ahUKEwjrlIXipsqKAxUT7LsIHWi1OQQQyecJegQIFhAS) (e.g. *buy now* or *click here* ).

Seo is abbreviation of search engine optimization helping search engines understand your content, and helping users find your site and make a decision

Lead is a business strategy to attract potential customers (leads) and convert them into buyers (sales).

**Buzz marketing** is a Viral marketing technique focused on maximizing the word-of-mouth potential of a campaign or product.

The buyer's journey accounts for all the steps a customer takes to move from discovery for a product to purchase.

Cold traffic is a term that refers to someone that is not familiar with you, your brand, your solution, or product/service.