

FULLPOWER MARKETING DICTIONARY

Because good marketing shouldn't sound like a robot — it should make sense.

CORE TERMS

Branding – Your business's personality. It's what people feel when they see your logo or hear your name.

 *Metaphor:* Like your outfit and tone of voice on a first date — it's what makes people remember you.

Marketing Funnel – The customer's journey from “Who are you?” to “Take my money.”

 *Metaphor:* Like a road trip with signs, pit stops, and a final destination — sales.

Leads – People who raise their hand to say, “I might be interested.”

 *Metaphor:* They're seeds — water them and they'll grow into customers.

Conversion – When someone takes the step you wanted (buy, book, subscribe).

 *Metaphor:* The moment they walk through the door you opened.

CTA (Call to Action) – The phrase that tells your audience what to do next.

 *Metaphor:* Like a green light that says, “Go!”

Automation – Letting smart systems do the repetitive work for you.

 *Metaphor:* Like having a reliable assistant who never forgets or sleeps.

Campaign – A focused effort to reach a goal — a story told with intention.

 *Metaphor:* Like firing arrows toward one clear bullseye.

KPI (Key Performance Indicator) – The scoreboard that shows if your efforts are paying off.

 *Metaphor:* Like your car's dashboard — it tells you if you're speeding, stalling, or cruising.

Target Audience – The people you actually want to talk to.

 *Metaphor:* Like aiming your message straight at the right crowd, not yelling into the void.

Organic Growth – Progress without paid ads.

 *Metaphor:* Like growing a garden with sun and care instead of fertilizer.

Paid Media – Ads you pay for to accelerate visibility.

 *Metaphor:* Like buying a ticket to the front of the line.

WEB DEVELOPMENT

Landing Page – A focused page made to turn visitors into customers.

 *Metaphor:* Like a welcoming entryway that guides guests to the next room — your offer.

Responsive Design – Websites that look great on any screen.

 *Metaphor:* Like a chameleon — it adapts perfectly to its surroundings.

User Experience (UX) – How pleasant and intuitive your website feels.

 *Metaphor:* Like a store where you instantly know where everything is.

User Interface (UI) – The look and layout of what users see and touch.

 *Metaphor:* Like interior design for your website — colors, furniture, and flow.

Funnel Page – A step-by-step path that turns visitors into buyers.

 *Metaphor:* Like a ladder that moves people from curiosity to commitment.

Domain & Hosting – The address and the land where your website lives.

 *Metaphor:* The domain is your street name; hosting is the plot where your house stands.

SSL Certificate – The digital lock that keeps your visitors safe.

 *Metaphor:* Like the lock on your shop door saying, “It’s safe to come in.”

Chatbot – Your 24/7 receptionist online.

 *Metaphor:* Like a friendly greeter who never takes a lunch break.

CMS (Content Management System) – The tool that runs your site behind the scenes.

 *Metaphor:* Like the engine under the hood — you don’t see it, but it makes everything move.



SOCIAL MEDIA

Engagement – Every like, comment, or share from your audience.

💖 *Metaphor:* Like applause after a great performance — proof people are listening.

Reach – How many people saw your post.

🌐 *Metaphor:* Like how far your voice travels in a crowded room.

Impressions – The number of times your content was shown.

👁️ *Metaphor:* Like the number of glances your billboard gets on the highway.

Community Management – Nurturing your followers and responding to them.

👉 *Metaphor:* Like being a great host at a party — you talk, listen, and keep everyone comfortable.

Hashtag Strategy – Grouping your posts so the right crowd finds you.

🔗 *Metaphor:* Like adding your business card to the right table at a conference.

Content Calendar – The schedule that keeps your social media consistent.

📅 *Metaphor:* Like a meal plan for your brand — so you never run out of flavor.

UGC (User-Generated Content) – When customers create content for you.

📷 *Metaphor:* Like a fan who proudly wears your jersey.

Boosted Post – Paying to make your post go further.

🚀 *Metaphor:* Like turning your bicycle into a motorbike for a while.

Social Proof – Signs that others trust you (reviews, comments, testimonials).

🏆 *Metaphor:* Like word-of-mouth in the digital world — “Everyone’s talking about them!”

SEO

Keywords – The words people type into Google to find you.

 *Metaphor:* Like clues in a treasure hunt — get them right, and people find the gold (you).

On-Page SEO – Everything you optimize on your own site.

 *Metaphor:* Like cleaning and decorating your shop window.

Off-Page SEO – What happens outside your site (links, mentions, etc.).

 *Metaphor:* Like people recommending your store to their friends.

Local SEO – Being visible to customers near you.

 *Metaphor:* Like having your shop show up on the neighborhood map.

Technical SEO – Making your site fast and easy for Google to read.

 *Metaphor:* Like tuning up your car so it runs smoothly.

Link Building – Getting other websites to mention yours.

 *Metaphor:* Like networking — the more connections you have, the stronger your reputation.

Content Cluster – Multiple pieces of content supporting one main topic.

 *Metaphor:* Like branches growing from a strong trunk of knowledge.

Schema Markup – Code that helps Google understand your content better.

 *Metaphor:* Like adding subtitles so Google knows exactly what's on screen.

Ranking – Your spot in Google’s search results.

 *Metaphor:* Like finishing first on a race track full of competitors.

SEM

PPC (Pay-Per-Click) – You pay only when someone clicks your ad.

 *Metaphor:* Like paying rent only when someone walks into your store.

CTR (Click-Through Rate) – How many people click after seeing your ad.

 *Metaphor:* Like how many people stop to read your flyer instead of walking past.

CPC (Cost Per Click) – How much each click costs.

 *Metaphor:* Like the price of each handshake with a potential customer.

Retargeting – Showing ads to people who already visited you.

 *Metaphor:* Like reminding someone who window-shopped to come back and buy.

A/B Testing – Comparing two versions to see which works best.

 *Metaphor:* Like taste-testing two recipes before serving the best one.

Conversion Tracking – Measuring what your ads actually achieve.

 *Metaphor:* Like counting how many arrows hit the bullseye.

Ad Copy – The words in your ad that grab attention.

 *Metaphor:* Like your elevator pitch — short, sharp, and irresistible.

Quality Score – Google's rating of your ad relevance.

★ *Metaphor:* Like your report card in the digital classroom.

AUTOMATIONS & AI

Workflow – A series of automated steps that run on autopilot.

 *Metaphor:* Like setting up dominoes — one action triggers the next perfectly.

Pipeline – The visual flow of your sales process.

 *Metaphor:* Like a water pipe — leads flow through it until they become clients.

CRM – Your digital Rolodex that remembers every detail about your clients.

 *Metaphor:* Like your business brain — it never forgets a name or a follow-up.

CallBot – A robot that can make or answer phone calls.

 *Metaphor:* Like a polite intern who never sleeps.

Trigger – The event that starts an automation.

 *Metaphor:* Like pressing “Play” to start the next scene.

Nurture Sequence – Automated messages that build trust over time.

 *Metaphor:* Like having coffee dates before asking for a commitment.

Integration – Connecting tools so they work together.

 *Metaphor:* Like wiring your house so every light switch works seamlessly.

Lead Scoring – Ranking how “hot” a lead is.

 *Metaphor:* Like checking the temperature before serving — some are ready, some need time.

Logo Suite – All logo versions for different uses.

🌸 *Metaphor:* Like your outfit in different weather — same person, different occasion.

Color Palette – The emotion your brand wears.

🎨 *Metaphor:* Like your brand's wardrobe — every color tells a story.

Typography – The fonts that give your brand its voice.

✍️ *Metaphor:* Like your handwriting — it reveals personality.

Visual Identity – How your brand looks everywhere.

📷 *Metaphor:* Like the face people recognize in a crowd.

Creative Direction – The vision behind how your brand shows up.

🧠 *Metaphor:* Like the director of a movie making sure every scene fits the story.

Brand Voice – How your brand sounds in words.

🎤 *Metaphor:* Like your tone in conversation — friendly, bold, or formal.

Mockup – A realistic preview before final production.

👕 *Metaphor:* Like trying clothes on before you buy them.

Template Kit – Pre-designed assets that keep your brand consistent.

🧰 *Metaphor:* Like a toolbox full of matching tools — everything fits your brand.

Rebranding – Refreshing your image or message.

🦋 *Metaphor:* Like a butterfly leaving its cocoon — same being, new wings.



ANALYTICS & PERFORMANCE

ROI (Return on Investment) – What you get back for every dollar spent.

 *Metaphor:* Like checking how much fruit your tree gives after months of care.

Conversion Rate – How many people took the desired action.

 *Metaphor:* Like the percentage of people who taste and buy after a free sample.

Engagement Rate – How active your audience is.

 *Metaphor:* Like how lively the crowd is at your concert.

Traffic Sources – Where your visitors come from.

 *Metaphor:* Like tracking which highways bring people to your shop.

Bounce Rate – How many people leave without acting.

 *Metaphor:* Like someone walking into a store, glancing around, and walking right out.

Heatmap – A visual of where users click most on your site.

 *Metaphor:* Like footprints in the snow showing where people walked most.

Insights Report – A summary of what worked and what didn't.

 *Metaphor:* Like your monthly health check-up for your brand.

Optimization – Tweaking things to make them work better.

 *Metaphor:* Like tuning your guitar until every note hits perfectly.

SALES & COMMUNICATION

Pattern Interrupt – Saying something unexpected that makes people pay attention.

 *Metaphor:* Like clapping your hands in a quiet room — it breaks the pattern.

Permission Question – Asking if it's okay to continue.

 *Metaphor:* Like knocking before entering someone's space.

No-Oriented Question – A question that gives people control by letting them say “no.”

 *Metaphor:* Like letting them steer the wheel while you guide the road.

Because Framework – Using logic to gain agreement.

 *Metaphor:* Like saying, “You know this makes sense, right?” — and they nod.

Future Pace – Helping the client imagine success ahead.

 *Metaphor:* Like painting a picture of the sunrise before it happens.

Reverse Selling – Asking questions instead of pushing.

 *Metaphor:* Like fishing with curiosity instead of a net.

Qualification – Making sure a lead is the right fit.

 *Metaphor:* Like checking if you're heading to the right destination before you start driving.

Objection Handling – Responding calmly when someone says “I'm not sure.”

 *Metaphor:* Like a martial artist redirecting energy instead of fighting back.

Follow-Up – Checking back after the first contact.

 *Metaphor:* Like watering the plant again — not pushing, just caring.