

TOP CONTENT TERMS—EXPLAINED



If you want to get the most out of your content, you need to know your KPIs from your CTAs.

by Hero's Journey Content, LLC



FUNNEL

You cram a lot of people into the top of the funnel, and only a few come out the bottom to become customers. Somehow this is considered a good thing.

CUSTOMER JOURNEY

A romanticization of the process whereby someone learns about your product or service and buys from you. Thinking of it as an incredible journey for the customer makes content marketers feel better about their lives.

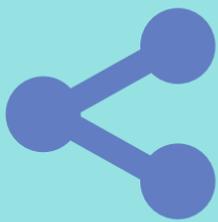


NINJA

In content, someone who cannot melt back into the forest, who does not carry throwing stars, and who is not versed in espionage, deception, or surprise attacks. However, they *can* drop a pun into a headline and be gone before anyone even knew they were there. (See also: *rock star*, *guru*)

VALUE

It's a simple equation: You create content that helps people learn to separate an egg yolk from the white using only a bottle—that's the value—and the favor will boomerang back to you in the form of cash. As content marketers like to say when they think no one is listening, "Quid pro quo, mofo."



CURATION

Rounding up and sharing content you didn't create to provide value for people who don't care. (See also: *value*, *tribe*) It is not necessary to view the content yourself before sharing, since no one else will look at it anyway; however, they will comment on your share to prove their own value. Everyone wins!

KEY PERFORMANCE INDICATOR

A metric that proves your content is worth something even if it doesn't bring in actual money. (See also: *engagement*, *traffic*)



CONSUME

A term for the act of reading, watching, or listening to content that makes people feel more like animals around a trough than valued and respected human beings. An oddly tone-deaf term for an industry based around communication.

TRIBE

A group of people with similar interests wandering aimlessly around the internet, wishing you were there to lead them, provide them with value, and tell them what to buy.



AUTHENTICITY

Authenticity is showing your tribe the real you behind the brand. Except that if you're *trying* to be authentic, then you're automatically not authentic. So just do whatever you want, no one really cares.

THOUGHT LEADERSHIP

Showing your tribe you're worth following by laying your immense wisdom on them. Consists mostly of penning rambling articles where every single sentence is written on its own line.



CALL TO ACTION

When people read your content, they get to the end and get all confused: "What does the writer want me to do next?" The CTA saves them from this dilemma by helpfully directing them to your website, a free download, or a phone call with your sales team.

INFLUENCER

Industry insiders who are known to throw themselves from bridges when someone emails, "I included you in my roundup of the top 150 lifestyle bloggers. Please share!" Except when we do it. That's different.

