

175 Marketing Words to Use and Avoid



From Wishpond

100 Marketing Words to Use



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Words That Tap into Emotion

1. Obsession
2. Surging
3. Pioneering
4. Unsurpassed
5. Confidential
6. Bold
7. Tempting
8. Unconventional
9. Astonishing
10. Epic
11. Explosive
12. Secret
13. Unusual
14. Daring
15. Imagine
16. Discover
17. Create
18. Polarizing
19. Inspire

Words That Tap into Fear

20. Fooled

21. Beware

22. Blinded

23. Alarming

24. Devastating

25. Heartbreaking

26. Hoax

27. Prison

28. Revenge

29. Risky

30. Avoid

31. Scary

32. Backlash

33. Costly

34. Assault

35. Frantic

36. Hazardous

37. Untested

Words That Make People Feel Safe

- 38. Authentic
- 39. No-Strings Attached
- 40. Secure
- 41. Privacy
- 42. Backed
- 43. Lifetime
- 44. Tested
- 45. No-Obligation
- 46. Forever
- 47. Proven
- 48. Moneyback
- 49. Protected
- 50. Verified
- 51. No Questions
- 52. Endorsed
- 53. Certified
- 54. Anonymous

Words That Imply Urgency

55. Now

56. Exclusive

57. Scarce

58. Rare

59. Immediately

60. Instantly

61. Hurry

62. Only

63. Limited

64. Limited-time

65. Limited-edition

66. Temporary

Words That Show Value

- | | | |
|------------------|------------------|---------------|
| 67. Free | 79. New | 90. Results |
| 68. Proven | 80. Remarkable | 91. Effective |
| 69. Lucrative | 81. Professional | 92. Massive |
| 70. Unbelievable | 82. Best-Selling | 93. Impactful |
| 71. Bargain | 83. Guaranteed | 94. Increase |
| 72. Double | 84. Unique | 95. Expert |
| 73. Affordable | 85. Improved | 96. Lifetime |
| 74. Convert | 86. Tested | 97. Highest |
| 75. Essential | 87. Immediately | 98. Lowest |
| 76. Detailed | 88. Easy | 99. % Signs |
| 77. Bonus | 89. Advance | 100. \$ Signs |
| 78. Better | | |

75 Marketing Words to Avoid



From Wishpond

Words Which Make You Sound Ancient

101. I can't even
102. On fleek
103. Lit
104. Turnt
105. AF ("As F*ck")
106. Dab
107. Chill
108. GOAT
109. Gucci
110. Fo' real
111. Peng
112. Totes
113. Fam
114. LOL
115. Salty
116. YEET
117. Bae

Words Which Nobody Will Believe

- | | |
|-------------------------|---------------------|
| 118. Groundbreaking | 126. Transformative |
| 119. Once-in-a-lifetime | 127. Jaw-Dropping |
| 120. Revolutionary | 128. Spell-binding |
| 121. Perfect | 129. Game-changer |
| 122. Impossible | 130. Armageddon |
| 123. Miracle | 131. Always |
| 124. Once-only | 132. Apocalypse |
| 125. Visionary | |

Words Which Sound Salesy

- 133. Outside the box
- 134. Synergy
- 135. Optimize
- 136. Promise
- 137. Satisfaction
- Guaranteed
- 138. Cutting-edge
- 139. Profit
- 140. Commission
- 141. Hidden gem
- 142. Bandwidth
- 143. Connect
- 144. Programmatic
- 145. Quota
- 146. Pitch
- 147. Leverage
- 148. Win-Win
- 149. Opportunity

Words Which Have Been Overused

150. Actionable

151. Learnings

152. Viral

153. Disruption

154. Holistic

155. Innovative

156. Seamless

157. Robust

158. Granular

159. Snackable

160. Paradigm

161. Customer-oriented

Words Which Make You Look Lazy

162. Click here

163. Submit

164. Buy

165. Buy now

166. Great

167. Very

168. Stuff

169. Things

170. Amazing

171. Huge

172. Awesome

173. Deal

174. Special

175. Best

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