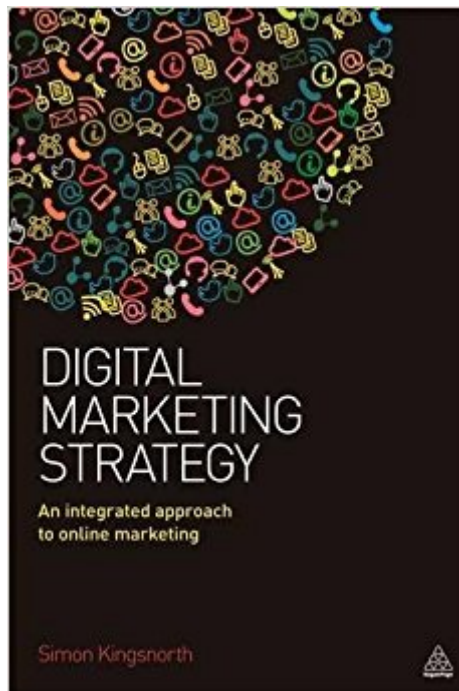




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Digital Marketing Strategy: An Integrated Approach To Online Marketing



Synopsis

Digital and social media are essential aspects of a marketing department's function; therefore, it is important that they are integrated into the organization's wider goals. Uniting digital marketing techniques with business strategy and established marketing models such as the 7 P's, Porter's Five Forces, and Customer Lifetime Value, author Simon Kingsnorth demonstrates how to formulate the best strategy for a company. Rather than presenting a "one size fits all" model, Kingsnorth brings various strategies to life through case studies, charts, illustrations, and checklists. Digital Marketing Strategy covers what digital marketing is, how to budget and forecast, acquisition, personalization, customer service, user experience, content strategy, how to analyze and perform social measurements, and how to structure and present a digital marketing plan in order to win support and funding.

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"An excellent all-in-one primer for today's digital entrepreneur." (Jonathan Gabay Brand Psychologist)"Combines a detailed knowledge of digital channel management with classic marketing theory. The result is essential reading for digital marketing practitioners at all levels." (Emma Wilson CEO, Harvest Digital)"It's all here. An invaluable one-stop guide to navigating the discipline of digital marketing – great for newcomers and an excellent reference for the more experienced." (Simon Fenn Co-founder, Pancentric Digital)"Rather than presenting a "one size fits all" model, Kingsnorth brings various strategies to life through case studies, charts, illustrations,

and checklists. "Digital Marketing Strategy" covers what digital marketing is, how to budget and forecast, acquisition, personalization, customer service, user experience, content strategy, how to analyze and perform social measurements, and how to structure and present a digital marketing plan in order to win support and funding. ...[V]ery highly recommended as a core addition to community and library Business Marketing instructional reference collections and supplemental studies reading lists." (Midwest Book Review Wisconsin Bookwatch, The Business Shelf)"Simon Kingsnorth has produced a book of compelling quality. So many marketers are inclined to run headlong at digital marketing with a limited amount of knowledge. Fingers get burnt and reputations can be lost forever. Here Simon and his contributors have set out some brilliant guidelines for marketers of all levels which will empower them to succeed." (Damian Ryan, The Global Academy of Digital Marketing author of Understanding Digital Marketing and Understanding Social Media)

Simon Kingsnorth is the Global Head of Digital Marketing at Citi Private Bank. His research interests include paid search, SEO, social media, affiliate and email marketing, CRM, and website design and development. Contributors:Glen Conybeare, Chief Commercial Officer, StickyeyesMurray Cox, Digital Strategy Director, Pancentric DigitalJames Bournier, Digital Advertising Expert, Jellyfish

Total Integration Components for Digital Marketer

The book is a very useful If the content contains a complete and easy to understand.

Is this a textbook or a route map to establishing or streamlining your digital marketing strategy? The positioning is unclear, yet it provides in any case a great host of information about digital marketing subjects that can be used by the practitioner or student as a base for their own needs. The author has consolidated a lot of relevant, practical information together in this book, acting as a bit of a ready-reference source instead of a more outwardly looking inspirational guide to doing digital marketing. This is not a criticism per se, but a reflection of how the book appears and feels. Certainly it is doing a good job and has the potential to be a closely consulted companion for many readers. It seems that the objective is not to be a "one size fits all" book, so by providing a host of strategies, theory, practical case studies and guidance the author aims to be a central resource and the reader has to pick the tools that may be best suited to their requirements and then implement them at will. This makes sense in many ways. This book can also

be a more unique, personal book to each reader, since they get different benefits from their book along the way. In any case, this can be a certain “no brainer” purchase; it is competitively priced and has a lot of relevant, up-to-date information that acts as a great springboard to additional knowledge for the reader. It is more than just digital marketing too, so if you’ve forgotten some of your marketing and business theory you can brush up on this at the same time without being embarrassed! Leave some space on your bookshelf for this book!

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