



GETTING DIGITAL MARKETING RIGHT

**A SIMPLIFIED PROCESS FOR
BUSINESS GROWTH, GOAL ATTAINMENT,
AND POWERFUL MARKETING**

DAVID J. BRADLEY, MBA

Getting Digital Marketing Right

Dave Chaffey, PR Smith



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Getting Digital Marketing Right David J. Bradley, 2015 Digital Marketing Excellence Dave Chaffey, PR

Smith, 2022-07-22 Now in its sixth edition the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans combining established approaches to marketing planning with the creative use of new digital models and digital tools Written by two highly experienced digital marketing consultants the book shows you how to Draw up an outline integrated digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer driven digital marketing as part of digital transformation Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms This new edition has been streamlined to seamlessly integrate the latest developments in digital analytics ethics and privacy Predictive Analytics Machine Learning and Artificial Intelligence Including new international case studies and up to date examples throughout this book cuts through the jargon to show marketers how to leverage data and digital technologies to their advantage Offering a highly structured and accessible guide to a critical and far reaching subject Digital Marketing Excellence 6th edition provides a vital reference point for all digital marketing students and managers involved in digital marketing strategy and implementation Online resources have been fully updated for the new edition and include a new set of PowerPoint slides and a full test bank of questions and exercises

Digital Marketing Strategy Simon Kingsnorth, 2016-05-03 The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success Digital Marketing Strategy covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy This book analyzes the essential techniques and platforms of digital marketing including social media content marketing SEO user experience personalization display advertising and CRM as well as the broader aspects of implementation including planning integration with overall company aims and presenting to decision makers Simon Kingsnorth brings digital marketing strategy to life through best practice case studies illustrations checklists and summaries to give you insightful and practical guidance Rather than presenting a restrictive one size fits all model this book gives you the tools to tailor make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success Digital Marketing Strategy is also supported by a wealth of online resources including budget and strategy templates lecture slides and a bonus chapter Understanding Digital Marketing Damian Ryan, 2020-11-03 Gain essential grounding in SEO email marketing social media content marketing performance marketing and much more with this practical and essential guide to digital marketing The world of digital media is constantly changing as technologies continue to transform the way we interact and communicate on a global scale In this climate Understanding Digital Marketing provides a practical no nonsense guide to digital marketing from strategy and digital

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Digital Marketing in the Zone David Reske,2017-06-09 In this age of marketing complexity some marketers have risen above the fray and are accelerating the results of their digital marketing campaigns They have a complete view of the market and their place in it and have developed strategies and plans that work They are not confused at all about the types of campaigns that are available and they have complete confidence in the ads messages offers and content they are producing Most marketers however don t live life this way They struggle with their campaigns and live in a perpetual state of confusion wishful thinking and risk taking Along with their professional frustrations they experience negative emotions and are never totally happy with their work Digital Marketing in the Zone breaks through the clutter and provides a clear blueprint to enable marketers to be confident and successful in Digital Marketing

The Digital Marketing Handbook Alice Benham,2024-06-20 From strategist speaker and podcaster Alice Benham comes The Digital Marketing Handbook an expert guide covering the fundamentals of marketing filled with case studies and interviews with industry insiders There s so much marketing expertise out there but how should people know what to listen to How to implement it Or where to start By covering the fundamentals of marketing this book will act as a north star for small business owners looking to grow Like Alice herself the book is honest practical engaging and actionable no fluff or complication allowed and will help you build a community get visible and make sales Rooted in theory but with real life experiences and case studies from entrepreneurs who have made digital marketing work for them the book will leave you with the clarity and systems to take your business to the next level An indispensable resource for small business owners freelancers entrepreneurs and marketing students Here s what to expect from the book Proven and practical expertise Clear definitions no jargon Quick tips Examples and case studies Insights from trusted experts Chapter summaries for easy reminders Action steps for every topic

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Integrated Digital Marketing in Practice Andrew Corcoran,2023-04-13 A comprehensive guide to the transformative effect of digital technologies on all of the key practices of marketing considering a broad range of organization types sizes and markets with a wide range of learning features and instructor resources Marketing Paul Baines,Sara Rosengren,Paolo Antonetti,2022 How does Google support organizations in their transformation to digital marketing How does the International Food Waste Coalition influence more sustainable behaviour How did a producer of Thai herbal toothpaste amend their marketing mix to maintain sales during COVID 19 With insights from leading practitioners and exploration of the latest issues to affect consumers and businesses alike Marketing answers these questions and more to provide students with the skills they need to successfully engage with marketing across all areas of society Founded on rigorous research this critical text presents a current complete guide to marketing success and explores topical issues such as sustainability and digital transformation Its broadest ever range of examples Practitioner Insights and Market Insights also give readers a unique view into the fascinating worlds of marketing professionals Individuals from Arch Creative Klarna eDreams Odigeo and Watson Farley and Williams are just a few of the practitioners that join the authors to offer real life insights and career advice to those starting out in the industry Review and discussion questions conclude each chapter prompting readers to examine the themes discussed in more detail and encouraging them to engage critically with the theory New critical thinking questions also accompany the links to seminal papers throughout each chapter presenting the opportunity for students to take their learning further An exciting development for this new edition the enhanced e book offers an even more flexible and engaging way to learn It features a select range of embedded digital resources designed to stimulate assess and consolidate learning including practitioner videos to offer further glimpses into the professional world multiple choice questions after each key section of the chapter to offer regular revision and understanding checkpoints and a flashcard glossary at the end of each chapter to test retention of key terms and concepts Marketing is the complete package for any introductory marketing module This book is accompanied by the following online resources For everyone Bank of case studies Practitioner insight

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