
Digital Marketing

Digital Marketing Excellence
 Strategic Planning & Integration
 Digital Marketing That Actually Works the Ultimate Guide
 Advances in Digital Marketing and eCommerce
 Digital marketing
 The Ultimate System for Digital Marketing Success
 The Complete Digital Marketing Blueprint - A Comprehensive Crash Course Covering: Branding, SEO, Social Media Marketing, Facebook Ads, Google Ads, Web Design, Analytics, Affiliate Marketing, & More!
 First International Conference, 2020
 Digital Marketing for Results
 Relationship Perspectives
 Grow Your Business with Digital Marketing
 The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns
 Making Sense of Consumer Data in a Digital World
 The Art of Digital Marketing
 Digital Marketing Analytics
 Absolute Essentials of Digital Marketing
 Developing Digital Marketing
 Deliver Powerful Digital Campaigns
 Digital Marketing
 Digital Marketing
 A Handbook for the Current (or Future) CEO
 Digital Marketing Strategy
 Digital Marketing Analytics
 How to Measure Digital Marketing
 Making Sense of Consumer Data in a Digital World
 Dynamic Digital Marketing
 The Fundamentals of Digital Fashion Marketing
 How to Focus on What Matters
 Contemporary Issues in Digital Marketing
 A Practical Approach
 Advanced Digital Marketing Strategies in a Data-Driven Era
 Metrics for Assessing Impact and Designing Success
 Digital Marketing
 Digital Marketing Essentials
 Get an in-depth Understanding of Digital Marketing and Advertising for Your Business
 Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students
 Digital Marketing
 A Results-Driven Approach
 Master the world of online and social media marketing to grow your business

Digital Marketing

Downloaded from ftp.wtvq.com by guest

YULIANA NOELLE

Digital Marketing Excellence BPB Publications

The Fundamentals of Digital Fashion Marketing introduces and explores contemporary digital marketing practices within the fashion industry. Clare Harris clearly explains key digital marketing strategies and examines and illustrates their role in fashion through exciting and memorable industry examples. Marketing practices covered include online marketing, social media, video, mobile technologies, in-store technologies, augmented reality and digital spaces. The text features interviews and case studies from some of fashion's biggest brands and most cutting-edge marketing companies, while also promoting active learning through engaging activities and exercises. This all combines to create a book that will inform, stimulate and inspire the next generation of creative marketers.

Strategic Planning & Integration Kogan Page Publishers

Digital Marketing: A Practical Approach 2nd Edition is a step-by-step guide to marketing using the Internet. Concentrating on the operational and functional aspects of this dynamic subject, the

book is packed with tactical advice and real-life examples from those leading the field to help you succeed. Written as an accessible guide to equip you for the digital element of any contemporary marketing role, Digital Marketing covers all the key topics including search engine optimization and social media marketing. With real-world case studies to illustrate digital marketing in practice and exercises to help you analyse, plan and execute effective strategies within the workplace, this practical resource will prepare you to undertake digital marketing across a variety of organizations. More than just a book, this complete package features an associated website at AlanCharlesworth.eu/DigitalMarketing which hosts the case studies for the book, offers further tips and advice and provides access to a wealth of extra material such as up-to-date references and web links. This new, second edition builds on the first edition's success by addressing the key recent developments in digital marketing including an expanded section on social media marketing and an appreciation of the impact of mobile devices. Moreover, it's been thoroughly updated throughout, with brand new cases and examples with an international range, all of which encourage the reader to quickly learn the practical

applicability of the theory and practice of emarketing.

Digital Marketing That Actually Works the Ultimate Guide
Routledge

This book presents a comprehensive overview of the key topics, best practices, future opportunities and challenges in the Digital Marketing discourse. With contributions from world-renowned experts, the book covers: • Big Data, Artificial Intelligence and Analytics in Digital Marketing • Emerging technologies and how they can enhance User Experience • How 'digital' is changing servicescapes • Issues surrounding ethics and privacy • Current and future issues surrounding Social Media • Key considerations for the future of Digital Marketing • Case studies and examples from real-life organisations Unique in its rigorous, research-driven and accessible approach to the subject of Digital Marketing, this text is valuable supplementary reading for advanced undergraduate and postgraduate students studying Digital and Social Media Marketing, Customer Experience Management, Digital Analytics and Digital Transformation.

Advances in Digital Marketing and eCommerce Morgan James Publishing

Discover the book that has been dubbed "Possibly The Best Guide On The Internet For Digital Marketing". Get all of the information you need to become a digital marketer and market your business online successfully! Find out how to setup a solid foundation for your business or idea. Learn the highly coveted information you need to succeed online. Discover how to cost effectively generate leads & differentiate your business from the competition by utilizing Digital Marketing. Anyone can achieve success online & The Complete Digital Marketing Blueprint was created to get you there! This digital marketing book will transform the way you view digital marketing & the internet forever, GUARANTEED. Digital Marketing is explained in simple, easy to understand terms. Technical jargon is broken down & the process of Digital Marketing is expanded on from the ground up. Included, as a bonus is a complete guide on how to plan & build your website, from scratch! This ground-breaking digital marketing book is constantly updated with new material & content, all available for a low one-time cost. After finishing The Complete Digital Marketing Blueprint, you will have learned everything you need to be successful online! Discover: 1. How To Develop Your Brand's Purpose To Strategically Achieve Your Goals 2. How To Find The Perfect Domain For Your Website 3. How To Use WordPress - Create A Website With Our WordPress Tutorial 4. How To Get A Free SSL Certificate Two Easy Ways To Get A Green Bar SSL 5. Getting Started With Keyword Research 6. How To Optimize Landing Pages 7. What Is Search Engine Optimization? 8. Outreach Link Building Opportunities 9. Getting Started With Content Marketing - Content Marketing 101 10. Getting Started With Google Analytics - Understanding And Using Google Analytics 11. Getting Started With Facebook Analytics - Understanding And Using Facebook Analytics 12. How To Create An Effective Email Marketing Campaign 13. Getting Started With Mailchimp - Understanding and Using Mailchimp Email Marketing Automation 14. How To Set Up An Affiliate Program To Utilize Affiliate Marketing 15. How To Maximize Your Social Media Marketing Success 16. 7 Steps to Crafting a Social Media Strategy 17. Getting Started With Facebook Marketing - Understanding and Using Facebook For Marketing 18. Getting Started With YouTube Marketing - Understanding And Using YouTube For Marketing 19. Getting Started With Twitter Marketing - Understanding And Using Twitter For Marketing 20. Getting Started With Pinterest Marketing - Understanding And Using Pinterest For Marketing 21. Getting Started With Quora Marketing - Understanding And Using Quora For Marketing 22. Emotive Advertisements - How To Use Emotional Triggers In Advertising

23. Facebook Ads Tutorial - Complete Facebook Advertising Guide 24. What Makes A Successful Search Engine Marketing Campaign 25. How To Set Up Your Google Ads Remarketing Tag 26. How To Create Custom Conversions in Google Ads 27. How To Setup Custom Conversion Audiences In Adwords 28. How To Setup A Google Ads Search Campaign 29. How To Setup A Google Ads Display Campaign 30. How To Sync Your Google Adwords Campaigns With Bing Ads 31. How I Sell Marketing Funnels And Communication Automations In Facebook Messenger 32. & So much more! On top of that, once you have learned this unique skillset, you can get started earning an income online right away! Start building your own digital empire by following The Complete Digital Marketing Blueprint! Use the skills you learn to get paid & help others do the same, there is no better feeling! Order now & discover how to work smarter & harder than the other guys! Plus get free updates for life! It has never been this easy to get started with digital marketing and earning an income online, until now.

Springer

Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process. The academic theory behind Digital Marketing, as well as techniques and media, is discussed. Digital Marketing Fundamentals is easy to read and contains many international examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. In this book, all relevant aspects of digital marketing are addressed: strategic aspects, the use of the Internet for market research, product development and realisation, branding, customer acquisition, customer loyalty and order processing. The book also discusses effective websites and apps, digital analytics and planning, and management. The application of social media and mobile communications is seamlessly integrated into the topics. Digital Marketing Fundamentals is suitable for commercial and management courses in higher education, including universities and business schools, and for professionals working in digital marketing. To request access to the book's online resources, please click here: <http://www.digitalmarketing.noordhoff.nl> For FAQs:

<https://www.basisboek-onlinemarketing.nl/faq-lecturers.html>

Digital marketing Routledge

With the many options available to market your organization, you might be wondering which one you should choose, or what would drive the most results across all these different options. Social Media, Analytics, SEO, Online Ads and more all play a crucial role in getting results. This book covers several new ideas many brands and teams are using to get the most out of online platforms. It is easy to get overwhelmed by the number of channels available to us. Timing and remaining current with what is working can be the key to success. After reading this book, you will gain the confidence and motivation to implement the right online strategy for your organization.

The Ultimate System for Digital Marketing Success Mind of Khan Studios

Distill Maximum Value from Your Digital Data! Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to

customer service to social media marketing! Prioritize--because you can't measure and analyze everything Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors Measure real digital media ROI: sales, leads, and customer satisfaction Track the performance of all paid, earned, and owned digital channels Leverage digital data way beyond PR and marketing: for strategic planning, product development, and HR Start optimizing digital content in real time Implement advanced tools, processes, and algorithms for accurately measuring influence Make the most of surveys, focus groups, and offline research synergies Focus new marketing investments where they'll deliver the most value - Identify and understand your most important audiences across the digital ecosystem "Chuck and Ken lead marketers clearly and efficiently through the minefield of digital marketing measurement. And they do so with a lightness of touch and absence of jargon so rare in this overhyped, much-misunderstood ecosystem." --Sam Knowles, Founder & MD of Insight Agents; author of *Narrative by Numbers: How to Tell Powerful & Purposeful Stories with Data* [The Complete Digital Marketing Blueprint - A Comprehensive Crash Course Covering: Branding, SEO, Social Media Marketing, Facebook Ads, Google Ads, Web Design, Analytics, Affiliate Marketing, & More!](#) Que Publishing

This book is for managers and would-be managers who need to upgrade their knowledge of digital marketing. Told from the perspective of marketing strategy, it puts digital marketing in the context of firm strategy selection. The first step in digital marketing is to understand your company and your brand. The second step is to put content and keywords on your website so that they can be found in search. Third, use the other delivery platforms of digital marketing, e-mail, social, and mobile, to deploy that content to the customer. The final topics in the book focus on the importance of data management and privacy. The author discusses how to develop a database and to create an organization that puts data quality at its center. These practices are as critical to digital marketing success as the delivery platforms. Without quality data, no digital marketing program can be successful.

First International Conference, 2020 SAGE

Now in its fifth edition, the hugely popular *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing 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 like Apple, Facebook, Google and Twitter. This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, *Digital*

Marketing Excellence, Fifth Edition, provides a vital reference point for all students and managers involved in marketing strategy and implementation.

[Digital Marketing for Results](#) Archers & Elevators Publishing House

Basic guide to learn digital media platform DESCRIPTION The book discusses various digital media and analyses how the field of marketing can benefit from them. This book is divided into 15 chapters. The Chapters includes, marketing in the Digital Era, starts with an overview of e-marketing followed by the online marketing mix in the digital framework. It then discusses the role of the online consumer followed by CRM strategies that organizations can use with the help of the digital medium to retain and grow customer relationship. Business Drivers in the Virtual World, deals with the realm of social media followed by online branding, building traffic, Web business models, and e-commerce. Online Tools for Marketing, deals with various Web tools for building consumer engagement, content management, campaign management, consumer segmentation, and building market influence. The Contemporary Digital Revolution deals with the world of online co-creation communities and offers in-depth discussion on Social Media marketing, Email Marketing, Online advertising. Apart from that it also includes how to generate the lead for you business, how to perform the mobile web marketing, how to affiliate marketing. What is Ad Sense and how it is worked how to get approved form ad sense. Introductory part of The Web Analytical Tools. As a Manager any one must aware with the creation of the strategy. So, for that I also add the how to create the digital marketing strategy. Finally, The Freelancer work, how to earn money with digital marketing by doing work as a freelancer. Numerous examples, exhibits, and illustrations have been included to help students assimilate the concepts better.

KEY FEATURES Learn the concept of marketing in the Digital Era Understand the role of the online consumer followed by CRM strategies which organizations can use with the help of the digital medium Know the Online Tools for Marketing, various Web tools for building consumer engagement Book explains steps to generate the lead for your business WHAT WILL YOU LEARN Basic concepts of Digital Marketing Website Planning & Creation, Search Engine Optimization(SEO) PPC Advertising With Google & Optimization Google Analytics WHO THIS BOOK IS FOR Digital Marketing is designed as a textbook for management students specialising in marketing. Table of Contents 1. Digital Marketing : An Overview 2. Website Planning & Creation 3. Search Engine Optimization(SEO) 4. PPC Advertising With Google & Optimization 5. Google Analytics 6. Social Media Marketing 7. E - Mail Marketing 8. Online Advertising 9. Lead Generation For Business 10. Mobile Web Marketing 11. Affiliate Marketing 12. Google AdSense & Blogging 13. Digital Marketing - The Web Analytics 14. Creating Digital Marketing Strategy 15. Marketing Money As Freelancer

Relationship Perspectives John Wiley & Sons

Digital marketing is a comprehensive term that covers all marketing channels and strategies that one can not only use to advertise digital products or services but also on electronic equipment such as televisions, smartphones and electronic billboards. The main difference between digital marketing and conventional advertising is that digital marketing initiatives are performed primarily across digital channels, allowing marketers more leverage, resources, and information to measure a campaign's efficacy. Another noted distinction between the two is that online marketing channels are based exclusively on the Internet, whereas offline marketing platforms are accessible to digital tools not inherently encrypted to the IoT. Digital marketing has a plethora of channels, and these can be fragmented into

channels of online and offline brand management. Also, one needs to take a look at the digital marketing strategy, which is a workable plan on how to accomplish the business objectives by exploiting the various digital marketing channels to good effect.

Grow Your Business with Digital Marketing Springer Nature
8 powerful ways to market your business online to consistently generate an abundance of leads that convert into profitable customers. Dynamic Digital Marketing teaches any business or individual how to increase online visibility and presence, attract their target audience, generate leads, and convert them into profitable customers. Author Dawn McGruer is an expert at making businesses and brands shine online. She is passionate about helping entrepreneurs and businesses maximise their digital marketing profits by developing digital skills which scale and grow their businesses and accelerate their success. Most entrepreneurs and businesses fully understand the importance of digital marketing, yet many do not know where to start or, worse, continue to spend time, money, and effort on strategies that fail to provide the best results for their investment. To remedy this situation, Dawn developed her multi-award-winning digital marketing framework, Dynamic Digital Marketing Model. Offering step-by-step guidance, this book shows you how to use this model to market your business online whilst transforming yourself into a proficient digital marketer. This must-read book will help you: Gain invaluable insights on what works - and what doesn't - based on the author's 20 years' experience in digital marketing Avoid pitfalls and missteps by implementing the same proven success strategies used by key influencers Harness the power of search engine optimisation (SEO), social media, content marketing, online video, and more Amplify your brand, cultivate customers, and increase profits Incorporate e-mail marketing, customer analytics, strategic web design, and influencer partnerships in your overall digital marketing strategy Dynamic Digital Marketing: Master the world of online and social media marketing to grow your business is an indispensable resource for business leaders, business owners, marketing and sales professionals, digital strategists and consultants, entrepreneurs, and students in business and marketing programmes.

The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns The Complete Digital Marketing Blueprint - A Comprehensive Crash Course Covering: Branding, SEO, Social Media Marketing, Facebook Ads, Google Ads, Web Design, Analytics, Affiliate Marketing, & More!

Author Danny Star shares his insights on Digital Marketing as it enters a new decade. As a career-long digital marketer, he discusses various tried and true methods that he has used to grow his business as well as the businesses of countless business clients who have come to him for their digital marketing strategies. Mr. Star covers a wide range of topics such as SEO, social media, online advertising, email marketing, Amazon, eCommerce, and so much more. Each chapter introduces to first-timers how certain systems work, and also provides with an objective list of pro's and con's, and even tips on when to deploy certain methods. Star has long been a coveted one-on-one consultant but has now shifted gears towards teaching and speaking to business owners and professionals looking to get into the business.

Making Sense of Consumer Data in a Digital World
Routledge

The first in a series of books from Wharton's prestigious SEI Center, managed by Professor Jerry Wind, this reference focuses on marketing strategies, methods, and cases used specifically for e-commerce businesses operating globally. It includes contributed chapters from leading thinkers from top U.S. business schools including Wharton, the University of Texas, Columbia,

Harvard, Northwestern, University of Michigan, Duke, and MIT. Many of the contributors, in addition to teaching MBA and Executive Education seminars, also consult to major corporations around the world.

The Art of Digital Marketing Routledge

In today's ever changing environment, digital marketing has become the fastest means to advertise a business and create a brand value online. It has proved to be the most effective method to increase the reach of the business and generate potential leads. Hence, the book is an attempt to explain the concept and digital marketing tools lucidly to help students gain in-depth knowledge of digital marketing and develop critical thinking towards the subject. Comprising 11 chapters, judiciously divided into five units, the book covers a full gamut of digital marketing from its introduction, opportunities and challenges, digital penetration in the Indian market, digital marketing mix, STP model, CRM in the digital world, role of Internet marketing, designing websites, traffic building, online advertising and direct marketing to the digital marketing tools to execute appropriate strategy. Besides, the text also explains popular types of interactive marketing concepts and the ethical and legal issues in India in relation to digital marketing. Primarily designed to cater to the needs of undergraduate students of commerce, as per the CBCS Scheme, the book will also be of immense value to the students of business administration. KEY FEATURES • Interesting facts to inspire students' curiosity. • Real-life case studies for easy grasping of the subject. • Chapter-end summary for quick recapitulation. • Review questions for practice. • Glossary to assist students to understand commonly used terms. • Multiple Choice Questions (MCQs) for self-assessment and evaluation. TARGET AUDIENCE • B.Com/B.Com (Hons) • BBA

Digital Marketing Analytics Independently Published

Digital Marketing That Actually Works is your roadmap to understanding and implementing digital marketing that gets results. This book takes you from digital marketing strategy to channels to tactics to tools to measurement to prioritization - giving you a strong foundation in how to use digital marketing to grow your business, brand or organization. This book is for business professionals and marketers who want a strong grasp of the core concepts in digital marketing - what they are, how they work and how to implement them for growth. Covering strategy, best practices and implementation, this is The Ultimate Guide with no hype - just solid strategies, tactics and tools that actually work. Who can benefit from this book? - MARKETERS AND AGENCIES - Wanting to implement digital marketing best practices and round out their digital knowledge. - CEOS AND EXECUTIVES - Needing a solid understanding of how to strategically use digital to fuel their growth. - ENTREPRENEURS AND STARTUPS - Wanting to harness the power of digital marketing to grow their business. - BRAND MANAGERS - Needing to understand how to best use digital marketing strategically and drive better results. - AGENCIES - Wanting to provide lasting value for their clients with a comprehensive approach to digital. - BUSINESS PROFESSIONALS - Wanting to have a solid understanding of the fastest growing area of marketing and business growth. - DIGITAL TRANSFORMATION TEAMS - Looking to be sure that core areas of digital are used strategically to fuel business growth. This book covers the core aspects of digital marketing: - How to build a plan - Creating a digital marketing strategy - Assessing the digital landscape - Defining your target audience for digital - Digital content strategy and optimization - Social Media Marketing - Digital Advertising - SEO (Search Engine Optimization) - Websites - Conversational marketing (reviews, influencers, advocates and more) - Email marketing - CRM - Mobile marketing (including Messenger and Chatbots) - Digital

marketing measurement - Digital marketing analytics and optimization - Digital ROI (return on investment) - Prioritizing digital marketing - Building your digital marketing plan. If you want to take your digital marketing knowledge and results to the next level read this book! Based on over 10 years of working with businesses on digital marketing, *Digital Marketing that Actually Works* is a comprehensive guide to everything a savvy business professional or marketer should understand about digital marketing. There is no hype. No gimmicks. Just clear, practical, actionable content based on what actually works to grow businesses. As a BONUS this book includes a FREE DOWNLOAD action planner and additional resources to help you implement what you learn.

Absolute Essentials of Digital Marketing Business Expert Press

Unlock the value in online marketing A well-executed digital marketing plan is a proven component of success in business, and *Digital Marketing All-In-One For Dummies* covers everything you need to build and implement a winning plan. Whether you're a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of what you don't. You'll learn social media marketing, marketing to millennials, account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products Increase brand awareness, customer acquisitions, and audience engagement Measure what your online traffic is worth and improve ROI on digital marketing Develop a solid digital marketing plan and put it to work for your brand From SEO and SEM to brand awareness and why you need it, *Digital Marketing All-In-One For Dummies* will help you level up your digital marketing game and avoid the common mistakes that might be holding your business back.

Developing Digital Marketing That Actually Works

Unlock the value in online marketing A well-executed digital marketing plan is a proven component of success in business, and *Digital Marketing All-In-One For Dummies* covers everything you need to build and implement a winning plan. Whether you're a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of what you don't. You'll learn social media marketing, marketing to millennials,

account-based marketing, influencer marketing, content marketing strategies, and more! Use targeted, measurable marketing strategies to promote brands and products Increase brand awareness, customer acquisitions, and audience engagement Measure what your online traffic is worth and improve ROI on digital marketing Develop a solid digital marketing plan and put it to work for your brand From SEO and SEM to brand awareness and why you need it, *Digital Marketing All-In-One For Dummies* will help you level up your digital marketing game and avoid the common mistakes that might be holding your business back.

Deliver Powerful Digital Campaigns Routledge

Produce engaging B2B and B2C digital campaigns that create impact with this essential guide to digital marketing, written by an industry leader to help marketers in their everyday practice.

Digital Marketing John Wiley & Sons

The premier guide to digital marketing that works, and a solid framework for success *The Art of Digital Marketing* is the comprehensive guide to cracking the digital marketing 'code,' and reaching, engaging, and serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start with the customer and work backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels. The evolution of digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns. Get inside the customer's head with deep consumer research Constantly improve your campaigns based on feedback and interactions Integrate digital activities across channels, including traditional marketing Build campaigns based on customer choice and control Digital marketing turns traditional marketing models on their heads. Instead of telling the customer what to think, you find out what they already think and go from there. Instead of front-loading resources, you continually adjust your approach based on real interactions with real customers every day. Digital marketing operates within its own paradigm, and *The Art of Digital Marketing* opens the door for your next campaign.