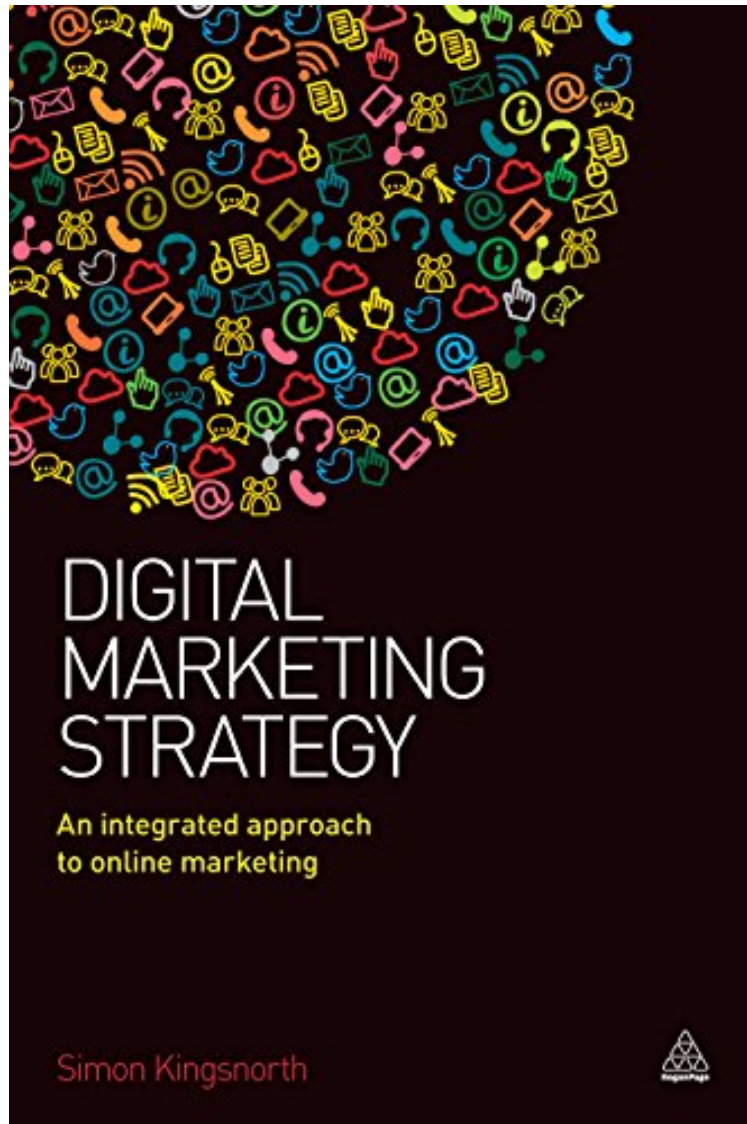


# Digital Marketing Strategy: An Integrated Approach to Online Marketing

*Simon Kingsnorth*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#506996 in eBooks 2016-05-03 2016-05-03 File Name: B01F3CDDK8 | File size: 71.Mb

**Simon Kingsnorth : Digital Marketing Strategy: An Integrated Approach to Online Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised Digital Marketing Strategy: An Integrated Approach to Online Marketing:

1 of 2 people found the following review helpful. Best Digital Marketing Book This Year ... I ReadBy Mohammed F. ReiadTotal Integration Components for Digital Marketer0 of 1 people found the following review helpful. Great BookBy A.SiripongwattanaThe book is a very useful If the content contains a complete and easy to understand.4 of 5

people found the following review helpful. WorthyBy DarrenIngram\_dot\_comIs 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!

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. It contains analysis of 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.

"An excellent all-in-one primer for today's digital entrepreneur."