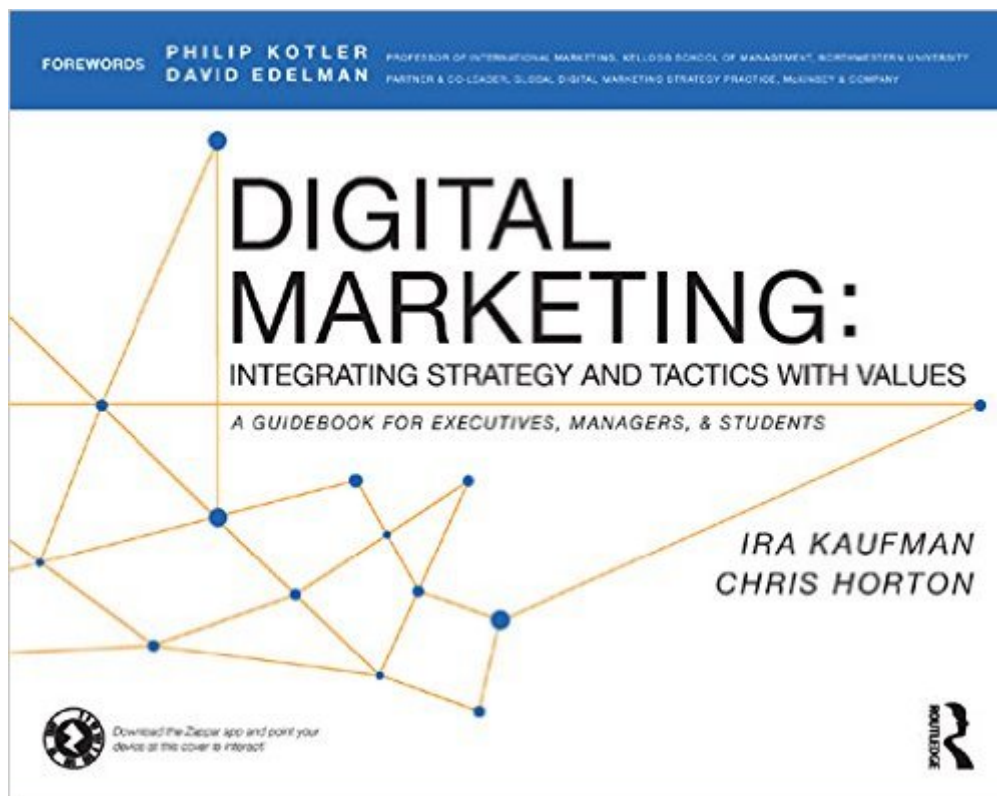


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Digital Marketing: Integrating Strategy And Tactics With Values, A Guidebook For Executives, Managers, And Students



Synopsis

Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation. Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders. This interactive guidebook provides a truly Connected Digital Experience (CDE): the Zappar augmented reality mobile app allows the reader to activate the "Discover More" and "Play Video" icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, Digital Marketing Resource Center. "Play Video" icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around each video. Digital Marketing is the ideal guide for aspiring leaders – executives, instructors, owners, entrepreneurs, managers, students – at all stages of digital literacy.

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Customer Reviews

As an undergraduate college student with a marketing minor, I can say that Digital Marketing is a response to the need for an integrated educational approach in both the business world and the academic world. The Guidebook and the paired course material seek to underscore the importance of the digital world by showcasing the lasting features of this new mode of business. The approach is not narrowly focused on the most popular media tools of the moment; instead, it emphasizes lasting integration and implementation, combining core values with digital strategies, tactics, and tools as foundational elements of a unified approach to digital marketing. Digital Marketing uses a hybrid of digitized text and newer tools like concise PowerPoints, links to websites, an augmented reality mobile app called ZAPPAR, and VuSay video commenting software and internet media tools. In this way, the book exemplifies the methods that it is teaching, providing an example of the uses of the digital world that it attempts to reveal and integrate. Because of this hybrid set-up, the book has a double impact, on the one hand effectively teaching students and businesses the important changes, values, and strategies of the digital world, and on the other clearly showing them an example of such implementation through new teaching methods. The book imitates real-world changes in its teaching style. This means that the new teaching approaches will give students a chance to engage and interact with materials, with the teachers, and with each other in a way that will prepare them for their future interaction with the digital world. In short, the book strives to create an imitation of real life on all fronts. It innovates and reinvents learning in the digitized world by using the same values to teach it.

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