

Understanding digital marketing / Damian Ryan

Damian Ryan, author

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Abstrak

Forrester Research has predicted that in 2016, \$77 billion will be spent on interactive marketing. This equals the amount that is spent on television advertising today, so it is increasingly important to know how to effectively use digital marketing. Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today and where the thought leaders in the industry believe it is headed in the future. This new edition demonstrates in a practical and comprehensive way, how to harness the power of digital media and use it to achieve the utmost success in business. The author deals with key topics in detail, including: search marketing, social media, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. This book will help readers to: - choose online marketing channels to get their products and services to market - understand the origins of digital marketing and the trends that are shaping its future - achieve the competitive edge to keep them ahead Including new case studies that reflect the changed marketplace, Understanding Digital Marketing provides readers with the tools to utilize the power of the internet to take their businesses wherever they want them to go"--

"The bestselling Understanding Digital Marketing is the ultimate guide to digital marketing. It demonstrates how to harness the power of digital media and deals with every key topic and channel in detail. Thoroughly revised throughout it covers all key topics including social media, SEO, email marketing, online advertising, online PR and reputation management, mobile marketing, and includes new chapters on native content marketing, analytics, building digital channels, digital campaign management and integrating your digital strategy. Essential reading for both practitioners and students alike it includes examples of digital marketing successes from top brands including Nokia, Apple, Coca-Cola, BMW, Nike and more. This fully revised and updated third edition will provide you with the tools to utilize the power of digital and take you and your company wherever you want it to go