

Digital Marketing In A Week Brilliant Online Marketing In Seven Simple Steps

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.

Now in its seventh edition, 'Digital Marketing' provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals.

An unbiased approach to the latest digital marketing models, offering students and practitioners a range of tools to implement in their digital marketing planning and strategy. Covering all aspects of digital marketing planning, and the latest digital marketing models, the book aims to provide a roadmap for a digital marketing journey. As such, its structure maps against the development of a digital marketing plan and concludes with a ready-made digital marketing plan template to download and adapt. In addition to this, the content is supported by case examples from real-world organizations, and a number of features throughout the chapters: Smartphone sixty seconds features in every chapter, to evaluate influencers in relation to the topic covered. Digital tool boxes introduce professional tools (for example how Google shares its aggregate data to inform marketers about shopping insights, trends and benchmarks Ethical insights provide a reflective and challenging look at social issues and the negative sides to marketing. The book is complemented by online resources for both instructors and students, these include PowerPoint slides, an instructor's guide, exercises and activities relating to each chapter, digital marketing planning documents, digital marketing model templates, quizzes, annotated recommended video links, links to free online tools and SAGE journal article recommendations. Suitable for digital and e-marketing courses on marketing and advertising degrees as well as professional courses for anyone interested in gaining a holistic understanding of digital marketing.

If you want to be the best, you have to have the right skillset. From strategy, mobile and ecommerce to social media, SEO and PR, THE ULTIMATE MARKETING & PR BOOK is a dynamic collection of tools, techniques, and strategies for success. Discover the main themes, key ideas and tools you need and bring it all together with practical exercises. This is your complete course in modern marketing. ABOUT THE SERIES ULTIMATE books are for managers, leaders, and business executives who want to succeed at work. From marketing and sales to management and finance, each title gives comprehensive coverage of the essential business skills you need to get ahead in your career. Written in straightforward English, each book is designed to help you quickly master the subject, with fun quizzes embedded so that you can check how you're doing.

Understand mobile marketing fast, without cutting corners An understanding of mobile marketing is essential for anyone who wants to reach the growing market of on-the-go consumers. In this short, accessible book, Nick Smith shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the mobile marketing expertise you need to run successful mobile campaigns. The 'in a week' structure explains the essentials of mobile marketing over just 7 days: Sunday: Why the future is mobile Monday: Basic mobile traffic getting tactics Tuesday: Social mobile marketing Wednesday: Mobile pay per click (PPC) marketing Thursday: Mobile apps for SMEs Friday: SMS marketing Saturday: Building the ultimate mobile marketing system At the end there are questions to ensure you have taken it all in and cartoons, diagrams and visual aids throughout help make Mobile Marketing In A Week an enjoyable and effective learning experience. So what are you waiting for? Take the fast track to successful mobile marketing!

You are probably interested in this book because you are a creative entrepreneur and want advice on how to market yourself, your business and your product or service. If so, you are in the right place! The book has two goals: The first is to give business owners an overview of their digital marketing possibilities. We will help you decide where you can best spend your marketing efforts. The second is to make sure you walk away with two or three excellent ideas you can put into action the next day. We discuss many different digital marketing tools, from email and social media to online forums and SEO. We'll help you decide which tool has the best possibilities for your business. Every chapter ends with a worksheet where you will be guided through a brainstorming session on how to apply a digital marketing tool to your business. Ready to connect with your customers and grow your business? Good - let's get started!

Perfect journal for online entrepreneurs looking to organize and expand their online business. It will help you find focus, generate valuable social media content and track results on a weekly basis. Features: Weekly spreads that enable you to create content and track followers of your Youtube, Instagram, Facebook, Twitter and Pinterest subscribers and followers Post Ideas Sections Actions list Keywords/hashtags list Notes section Large size (8.5" x 11") 53 weekly spreads Premium design.

Digital Marketing In A Week is a simple and straightforward guide to brilliant digital marketing, giving you everything you need to know in just seven short chapters. From social marketing and search engine optimization, to 'paid' advertising, mobile marketing and creating the perfect website for driving sales, you'll discover the perfect toolkit to drive your successful digital marketing. This book introduces you to the main themes and ideas of digital marketing, giving you a knowledge and understanding of the key concepts, together with practical and thought-provoking exercises. Whether you choose to read it in a week or in a single sitting, NLP In A Week is your fastest route to success: - Sunday: Building the ultimate sales website - Monday: SEO: The backbone of any digital marketing strategy - Tuesday: Social media marketing madness - Wednesday: Pay per click (PPC) simplified and explained - Thursday: Mobile optimization and getting mobile users - Friday: Email marketing - why you should do it no matter what - Saturday: Other marketing tricks and tips in the modern world ABOUT THE SERIES In A Week books are for managers, leaders, and business executives who want to succeed at work. From negotiating and content marketing to finance and social media, the In A Week series covers the business topics that really matter and that will help you make a difference today. Written in straightforward English, each book is structured as a seven-day course so that with just a little work each day, you will quickly master the subject. In a fast-changing world, this series enables readers not just to get up to speed, but to get ahead.

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.

Anyone with any kind of digital presence is a publisher. That includes web sites, but also businesses that blog, are present on social media sites such as Facebook, YouTube or Twitter, and even companies that publish and disseminate content digitally, such as white papers, e-books, podcasts, etc. The reason for this shift is clear: it's easier and cheaper than ever to have a digital presence - and to use your digital profile to market to your customers and prospects. Doing so reduces, and in some cases, eliminates, the need for advertising. Why buy media when you ARE the media? But as we all know, with great power comes great responsibility. What kind of content should you publish? In what forms, and on what platforms? How do you ensure that you'll keep having things to say, and how will you say them effectively, in a consistent "voice" unique to your organization? How will you know if your content strategy is working?

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.

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.

Effectively select, align and manage digital channels and operations using this second edition of the bestselling guide, Digital Marketing Strategy. This accessible, step-by-step framework enables the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Ranging from social media, SEO, content marketing and user experience, to customer loyalty, automation and personalization, this edition features cutting edge updates on marketing automation, messaging and email, online and offline integration, the power of technologies such as AI, plus new data protection and privacy strategies. Accompanied by downloadable templates and resources, Digital Marketing Strategy is an ideal road map for any marketer to streamline a digital marketing strategy for measurable, optimized results. Online resources include lecture slides, activity sheets, practical implementation guides and templates, which will be regularly updated to equip readers as digital marketing continues to evolve.

Technology has changed the buying and selling industry. Research of various consumer patterns can result in an increase of profits of organizations and corporations.
Encouraging Participative Consumerism Through Evolutionary Digital Marketing: Emerging Research and Opportunities is an authoritative reference source featuring the latest scholarly research on best practices of building relationships with online communities to engage consumers. Including various topics and perspectives such as consumer behavior, social media, and search engine optimization (SEO) this publication is ideally designed for professionals, researchers, and students seeking current research on the application of novel technologies in marketing.

Sunday: Understand what social media marketing is, its purpose, benefits and potential pitfalls Monday: Gain insight with cases studies of companies that have achieved positive results from social media Tuesday: Get started with key strategies and tactics and learn how to find and engage with your audience Wednesday: Learn how to set up and configure Blogging, Facebook, Twitter and LinkedIn Thursday: Learn how to set up and configure YouTube, Google, Pinterest, StumbleUpon, and other ones to watch Friday: Utilize other people's content to help you become the authority in your marketplace, in one hour a day or less Saturday: Discover the tools and techniques that will help you to continually manage your social media campaign

Get digital with your brand today! Digital Marketing for Dummies has the tools you need to step into the digital world and bring your marketing process up to date. In this book, you'll discover how digital tools can expand your brand's reach and help you acquire new customers. Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving! You'll learn how to identify the digital markets and media that work best for your business—no wasting your time or money! Discover how much internet traffic is really worth to you and manage your online leads to convert web visitors into paying clients. From anonymous digital prospect to loyal customer—this book will take you through the whole process! Learn targeted digital strategies for increasing brand awareness Determine the best-fit online markets for your unique brand Access downloadable tools to put ideas into action Meet your business goals with proven digital tactics Digital marketing is the wave of the business future, and you can get digital with the updated tips and techniques inside this book!

The market changes faster than marketing. In essence, marketing strategy has undergone only two eras, the entity era and the bit era, also known as the industrial age and the digital age. In the age of digital society, all CEOs, CMOs and senior marketing executives must consider how to change their strategies, improve the role of marketing and adopt emerging technological and data tools to integrate with the Internet. The goal of digital marketing strategy is not to disrupt existing marketing strategies, but to complement, integrate and develop the two at the same time. In this book, the authors provide detailed discussion and practical analysis on the relationship between marketing and digital technologies and propose a marketing implementation framework for digital strategy platforms. Standing for Recognize, Reach, Relationship and Return, the 4R system is a powerful strategic trading tool for digital implementation, especially for CEOs and CMOs. All other tools, such as data platforms, content marketing, DSP digital advertising and digital marketing ROI design essentially serve the 4R system. As such, the authors advocate for firms to restructure their digital marketing strategy around the 4R system.

How Will Your New Patients Find You? It's Easier Than Ever to Use Digital Word of Mouth to Get As Many New Patients As You Can Handle
Owning your own dental practice has given you the opportunity to help improve the health of all of your patients - but what can you do to improve the health of your practice? Get more loyal patients. In fact, success depends on your ability to attract and delight new patients so they tell their friends and neighbors they'd be crazy to go to any other dental practice but yours. You know marketing has to be done, and done well - but you're so busy running your practice and treating your patients that it feels impossible to add yet one more item to your to do list. How can you squeeze maximum marketing results from the limited time you can spare? Digital marketing can help. Done right, your practice will be bursting with happy patients who are eager to tell others about you. Done incorrectly, you can easily waste a fortune in time and money. What would it be like if your practice doubled or tripled in size in the next year? Read this quick guide to digital marketing, and you'll see exactly: * How other practices work the power of the Internet to attract all the new dental patients they want.* The tasks you MUST do well to make digital marketing work for your practice.* How to make it easy for new patients to find you and trust you enough to call for their first appointment.* How to avoid expensive mistakes that work against your marketing goals.* Exactly what you need to transform your practice's website into a marketing machine that sends new patients your way week after week. Patikarn "Golf" Pengthong helps dental practices experience dramatic turnarounds with his expert local online marketing consulting. His clients attribute their remarkable gains to following his proven marketing strategies for reaching more ideal patients and

assuring them of such high quality of care that they pick up the phone to schedule an appointment. Read this book, and learn the secret successful dental practice owners have discovered. You, too, can have the best year your practice has ever had, starting now.

Direct and Digital Marketing in Practice is the essential manual for all managers, marketers and students. Incisive and thorough, the text has been fully updated to reflect the continuing impact and future implications of the Internet on marketing. This new 3rd edition is one of the only comprehensive textbooks written entirely by current practising professionals. It explains in detail the powerful offline and online techniques available to direct marketers today. Direct and Digital Marketing in Practice covers vital issues such as: · the new marketing landscape; · gaining customer insight; · maximising returns on marketing investment; · integrating traditional and digital media; · campaign planning and budgeting; · offline and online metrics: · testing and statistics; and · developing compelling propositions. Direct and Digital Marketing in Practice is an ideal reference tool, presenting detailed explanations of key concepts with practical examples and case studies. The book ensures that each point is relevant and memorable, and made in a real-world context. Written for managers looking to expand and enhance customer reach, students on MBA courses, and those taking professional qualifications, the book provides an invaluable and up-to-date guide to marketing best theory and practice in our increasingly digital and online age.

Thirty million online UK customers are just a click away, and Digital Marketing For Dummies shows you how to reach them. The author team of internet and marketing experts introduce you to the latest high-impact tools and techniques so you can promote your business with creativity and innovation, and stand out from your competitors.

In Digital Marketing Made Easy, Kevin Urrutia and Wilson Lin, former Intuit, Google, and Salesforce employees, teach founders and marketers how to grow and maintain company success by pairing growth strategies with modern technology. After profitably spending more than \$30 million dollars and generating over \$120 million in revenue for brands across health, fashion, education, DTC, and SaaS, Kevin and Wilson will show you the ESSENTIAL and ACTIONABLE insights you need to achieve breakthrough numbers. Concepts are laid out for you to learn and test your knowledge - all in real-time. The book uncovers the best practices used by big-named marketers to beat their competition. These include:- Using Google Trends to find what your customers are searching- SimilarWeb to monitor website traffic- How to write, and get published on websites like FORBES- Growth Marketing, and what it really means for you- Crafting your message across socials+ other digital marketing topics for you to learn and optimize Learn other growth marketing methods such as: Content Marketing, SEO, Landing Page Optimization, A/B Testing, Facebook and Instagram Ads, User Onboarding, B2B Sales, A/B Testing and more. Digital Marketing Made Easy is a powerful, accessible, and practical toolkit for B2B and B2C company leaders, individual business owners, and any person looking for guidance to grow an online business or to simply become a better marketer. "Get out there, break barriers, stay-ahead of the competition, and continue to orchestrate your path to e-com bliss." - Kevin and Wilson, Founders of Voy Media

Successful Digital Marketing in a Week: Teach Yourself Teach Yourself

Marketing In 4 Weeks is a comprehensive guide to contemporary marketing and PR, giving you everything you need to know in one place. Made up of four bestselling books in one, this book delivers a complete course in modern marketing. From strategy, mobile and ecommerce to social media, SEO and PR you'll discover all the tools, techniques and strategies you need to get your marketing right. This book introduces you to the main themes and ideas of marketing, digital marketing and PR, giving you a knowledge and understanding of the key concepts, together with practical and thought-provoking exercises. Whether you choose to work through it like a 4 week course or dip in and out, Marketing In 4 Weeks is your fastest route to success: Week 1: Marketing In A Week Week 2: Digital Marketing In A Week Week 3: Social Media Marketing In A Week Week 4: Public Relations In A Week ABOUT THE SERIES In A Week books are for managers, leaders, and business executives who want to succeed at work. From negotiating and content marketing to finance and social media, the In A Week series covers the business topics that really matter and that will help you make a difference today. Written in straightforward English, each book is structured as a seven-day course so that with just a little work each day, you will quickly master the subject. In a fast-changing world, this series enables readers not just to get up to speed, but to get ahead.

4-Week Social Media Planner - Digital Marketing Workbook for Online Entrepreneurs This planner designed for helping online marketers and bloggers to organize their online marketing. It will help you plan your blog posts, keep track of social media updates, plan your week and more. Features: 4-Week Social Media Planner: Blog, Twitter, Linked In, Instagram, Facebook, Pinterest and YouTube Business goals and business contacts Advertising planner and tracker, post planner, sponsorships contact details and reviews Data analysis, weekly overview and social tasks Content planner, social media schedule and newsletter tracker And more! Large size, 8.5"x11" Paperback, matte cover finish This is a MUST have planner for online marketers and bloggers. A perfect gift for entrepreneurs on any occasion. Order today!

Understand digital marketing fast, without cutting corners An understanding of digital marketing is essential for anyone who wants to reach the growing online and mobile market for products and services. In this short, accessible book, Nick Smith shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the digital marketing expertise you will need to run successful mobile campaigns. The 'in a week' structure explains the essentials of digital marketing over just 7 days: Sunday: Search Engine Optimisation Monday: Social media marketing Tuesday: Pay Per Click (PPC) marketing Wednesday: Mobile marketing Thursday: Email marketing Friday: Free and paid-for publicity Saturday: Building the ultimate sales website At the end there are questions to ensure you have taken it all in and cartoons, diagrams and visual aids throughout help make Digital Marketing In A Week an enjoyable and effective learning experience. So what are you waiting for? Take the fast track to successful digital marketing!

There are so many choices available to you as a small business owner. With 100s of digital assets to choose from, this book is designed to support you, and move your business forward in today's online world. By focusing on the key online strategies you avoid wasting a lot time and money on too many tools or ideas, making it almost easy to truly expand your digital footprint. This planner is set-up for 8 weeks of improvement, which allows for all 8 key areas of digital marketing to be developed. Website - Mobile - Social - Local -

Email - Video - Referral - Reputation

EBOOK: Principles and Practice of Marketing

Understand the fundamentals of digital marketing and enhance your digital marketing practice with the new edition of this essential guide, now one of the bestselling books in the industry and required reading for more than 100 universities and colleges, including Harvard University and the Chartered Institute of Marketing. The world of digital media is changing at a phenomenal pace. Constantly evolving technologies are transforming not just how we access our information but how we interact and communicate with one another on a global scale. Understanding Digital Marketing is a practical, no-nonsense guide to digital marketing, the rules of new media and understanding the behaviours of the new generation of digital consumers. Thoroughly revised, this fourth edition features more information, fresh examples and case studies, and in-depth insider accounts of the latest developments in the industry from internationally recognized brands and digital marketing campaigns. Clear, informative and entertaining, this book covers key topics such as search marketing, social media, Google, mobile marketing, affiliate marketing, email marketing, performance marketing, customer engagement and digital marketing strategies, making it essential reading for both practitioners and students alike. Online resources include bonus chapters, contributor views, and case studies on Kwik Fit, Battersea Dogs Home and Yves Saint Laurent.

In today's world of constant distractions, most business owners struggle to get their marketing messages heard. Authority Content provides a simple process that any company can use to break through the noise. It doesn't matter whether you're the owner of a retail shop, financial advisor, swimming pool manufacturer or an inventor with an ingenious product - this powerful strategy will work for you. Built on the "3 Ps" framework (Present, Product, Promote) this book teaches you a step-by-step system for building authority within your industry thus sky-rocketing website traffic and sales.

Marketing in a Digital World consists of nine essays on how the digital revolution has affected marketing theory and practice. Leading marketing scholars, including several editors of premier academic journals, provide fresh insights for both scholars and managers seeking to enhance their understanding of marketing in a digital world.

EBOOK: Principles and Practice of Marketing, 9e

What should you be posting on social media? What should you be emailing this week? How do you know if your marketing is successful? These are common questions that plague small business owners when it comes to content creation, social media marketing and paid advertising. This planner is designed to help you get around all of these problems and gain clarity in your digital marketing strategy. Brandon Breshears has created a planner that helps you to schedule and track your marketing on a Monthly, weekly and daily basis so that you can design content and ad campaigns that help you reach more of your ideal customers. This workbook is designed to last for 12 months, can be started at any time of the year and allows you to write inside and work directly inside the book. You'll be able to set baselines for your social channels, track ad performance, generate landing page ideas and more. If you're looking to get more clarity around your marketing strategy, then this is the book for you! Brandon draws from his experience as a digital marketer for companies industries ranging from veterinary practices to custom aftermarket auto parts and everything in between. This book is perfect for anyone who wants to create a specific and measurable marketing plan. This is a workbook that you will use to write in. The dates and months are not filled it so it can be used starting any time of year

If you're looking for a way to earn an income from home without selling your efforts to others in exchange for commission based pay, this is the book for you. The "Dominatrix Blueprint, Social Media Marketing Dominated" written by Alisha Smith gives you an understanding behind what it REALLY takes to build a successful and profitable business online. In this book Alisha walks you through the "8 Stages to Social Media Marketing Domination" and the "5 Steps to Add \$2,500 Per Week to Your MLM Business." When you couple the book "The Dominatrix Blueprint" with the "Dominatrix Bootcamp" online course, you'll gain not only the clarity and education needed to know EXACTLY what you need to do to turn a 6+ figure profit online, but you'll also learn HOW to put this knowledge into action as she walks you step by step through creating and setting up your online business. After you've read this book and you understand what you need to do to FINALLY achieve your goals as a home based business owner, be sure to grab your copy of the "Dominatrix Bootcamp" where you'll also receive the tools, resources, and instructions on how to take ACTION and start achieving your goals NOW.

Secret strategies revealed on how to generate high quality leads efficiently and effectively. But leads, no matter how good, are pretty much useless without the skills necessary to convert them into paying customers. What is the repeatable and scientific approach to take in sales to make sure you are maximizing your chances at landing closed deals? What is the Secret to a Solid, in-Demand Career Path? Have you ever wanted to work from home? Are you sick of the 9-5? Tired of asking permission for time off? Do you want to spend more time with your family? What if you could make more money, work less hours, and ultimately create more time for yourself? Have you ever wondered what you should do with your life? Are you unsure which direction you want to head in for your career path? Are you trying to decide if college or university is right for you? Do you want to make money doing something you love while adding value and helping others? What is your job, or lack of one, costing you? Your mental health? Your physical health? Anxiety and Stress? Are you making just enough to scrape by? Is the paycheck the only thing that keeps you coming back week after week? When you think of your future, is it Bright & Happy? Or Are you thinking of the other 20, 30, or even 40 years you have left to serve your 9-5 daily sentence? The answer is Digital Marketing. Why Digital Marketing? Perhaps you are thinking: Is there a demand for Digital Marketing? I don't have any education for marketing. It seems too complicated for me... And these are all valid questions. But it may not be as complicated as you think. Yes, digital marketing is a rapidly growing industry. And opportunity is still very substantial. One reason being is that ALL businesses need marketing. Generating new business is essential to a company's health and longevity. Second, the number of skilled Digital Marketers vs. the number of companies that need these services is really tiny. 40% of small businesses are still looking to get into Social Media Marketing but have no idea how to do it, and 80% of the companies that are already in the digital space are doing it wrong and need help with it. In 2019, 50% of sales generated came from Social Media for most businesses. Just a couple of years ago (2017) that number was at 23%! This is definitely a growing trend. Digital Marketing is the way of the future and it is here to stay. There are millions of new businesses

being created on a monthly basis, and all these businesses will need digital marketing services at some point. It is one of the most in-demand and stable professions to develop your skills in for the 21st Century. Whether you are new to sales and marketing or not, we will train you and guide you every step of the way that helps you to enter that space with the least amount of resistance. We know it works because it is the same methods and strategies we use in our own Agency and we have taught others to do the same successfully. One of our students made just under \$10,000 in only one week working with us with no previous experience. Everyone has to start somewhere. Many people are willing to spend tens of thousands, even hundreds of thousands of dollars for a degree. It's a bit of a sad reality, but many never see the benefits from it. What if you developed the high-income skills that helped you to take control over your future and earn unlimited income? Be your own Boss. Create something that you can be proud of. Build purpose in your life and surround yourself with other successful and driven people. There is no need to spend tens of thousands or hundreds of thousands of dollars at a post-secondary institution to get a \$40,000 per year job. You also don't need to spend years of your life at an institution being herded like sheep. This is not MLM, network marketing, you are not selling to friends and family, 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 (www.dmresourcecenter.org). "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. To request access to the resources in the Digital Marketing Resources Center, please contact Ira Kaufman at ira@entwinedigital.com.

Nowadays, just having a website or an app is not enough. Potential customers aren't going to stumble across you by accident – you need to employ digital marketing tools and techniques to help them find you and keep you front of mind, and have them coming back again and again. Marketing your products and services online doesn't have to cost the earth. Lots of digital marketing activities can be done for free, or very little, and are very effective. You may also save costs for advertising in magazines, and creating, printing, and distributing brochures. Furthermore, there are no geographical boundaries on the internet – you can target customers around the globe. Digital marketing for businesses in easy steps guides you through the essential steps you need to take to set your digital strategy and get it right first time. It covers all the key digital marketing channels you should consider deploying to generate a larger, stronger, and a more loyal customer base. It covers:

- The fundamentals of digital marketing.
- Getting more from your website and getting your "digital house in order".
- The social network sites where your customers are most likely to be active: Facebook, Twitter, Instagram, Pinterest, and LinkedIn.
- The art of blogging to get customer loyalty.
- How to create and launch a powerful Content Marketing Strategy.
- How to use Search Engine Marketing to ensure customers find you and buy from you.
- How to measure and optimize the effectiveness of your digital marketing.

Whether you are new to digital marketing or want to rethink your strategies, this book is for you. Digital marketing is now essential for businesses – don't miss the trick! Table of Contents 1. Introduction to digital marketing 2. Content is king 3. Blogging 4. SEM & SEO 5. The customer journey 6. Customer profiling 7. Marketing automation 8. Building landing pages that convert 9. Optimizing your website 10. Instagram 11. Facebook 12. Twitter 13. LinkedIn 14. Pinterest 15. Google Analytics

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