

Understanding digital marketing : marketing strategies for engaging the digital generation

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20441255&lokasi=lokal>

Abstrak

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ABSTRACT

Marketing expert Damian Ryan 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. It has also been thoroughly revised with more information, fresh examples and case studies, and new chapters on native advertising, video marketing, and the Internet of Things. Ryan deals with key topics in detail, including: search marketing, social media, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. He 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 a competitive edge.

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 web-marketing, the rules of new media and researching the new generation of digital consumers. Clear, informative and entertaining, it covers key topics such as search marketing, social media, Google, mobile marketing, affiliate marketing, email marketing, performance marketing, customer engagement and digital marketing strategies. One of the best-selling books in the industry, this fourth edition of Understanding Digital Marketing has been thoroughly revised with more information, fresh examples and case studies, and the latest developments in the industry. Complete with in-depth insider accounts of digital marketing successes from internationally recognised brands and digital marketing campaigns, it is essential reading for both practitioners and students alike