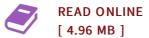




Essentials of Digital Marketing (Paperback)

By Kathryn Waite, Rodrigo Perez-Vega

Goodfellow Publishers Limited, United Kingdom, 2018. Paperback. Condition: New. Language: English . Brand New Book. * An engaging introduction to the essentials of digital marketing; * Examines of the challenges and issues of integrating digital content, measuring performance outcomes and understanding digital analytics; * Contains international case studies to illustrate how digital marketing is being used in various industry settings. Do you know where to start with digital marketing? This user-friendly text book provides an engaging introduction to digital marketing to help you understand of the impact of digital channels on marketing operations. It introduces the essential terms, and practices of digital marketing and applies theory to explain the rationale for choosing to use a specific approach in a given context. It provides an overview of digital marketing challenges and opportunities by defining the field, explaining the structure of digital marketing management and introducing the digital marketing mix. It explains how to use digital marketing to enhance the customer experience and how to integrate digital marketing into existing channels. It also examines new digital business models including crowd sourcing and crowd funding. Finally it examines the key performance indicators of technology acceptance, customer satisfaction and customer engagement and the choice...



Reviews

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