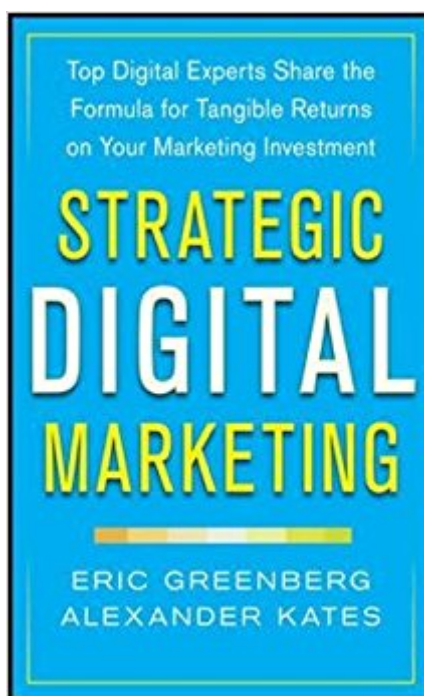


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# Strategic Digital Marketing: Top Digital Experts Share The Formula For Tangible Returns On Your Marketing Investment (Marketing/Sales/Adv & Promo)



## Synopsis

THE ULTIMATE CRASH COURSE IN DIGITAL MARKETING The digital age is here—and it's developing rapidly. Regardless of your industry, sector, or geography, you need to understand the power of digital strategies to market your brand, reach your audience, and broaden your framework for success. This comprehensive, all-in-one guide combines the collective insights of top digital marketers, consultants, and academics—each one an expert in his or her field. With the proven techniques of Strategic Digital Marketing, you'll be able to: Plan, strategize, and implement a complete marketing campaign that best suits you and your company. Use social media like Facebook and Twitter to not only engage your target audience, but get real results. Improve your website and supersize your media presence through liquid content, mobile apps, engaging videos, social contests, and more. Develop a logical and balanced approach to digital, using the proper tools, to measure and maximize return on investment (ROI). Reshape your management framework and redesign your company for digital-era growth, functionality, and success. These are the same market-tested strategies Fortune 500 companies are using to take advantage of the exciting new opportunities that only digital media provides. You'll discover the 10 traits of digital leadership, the six habits of highly-successful firms, and the one true goal of digital marketing. You'll read first-hand accounts of social media in action and follow real-world case studies of the hottest companies trending today. You'll also find need-to-know information on red-hot subjects like emerging mobile technologies, legal guidelines for digital marketing, search engine optimization, and so much more. Digital media has changed the world as we know it. Strategic Digital Marketing will change the way you live, work, grow . . . and succeed.

## Book Information

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## Customer Reviews

ERIC GREENBERG serves as managing director for the Center for Management Development at Rutgers University, speaking to and training Fortune 100 executives in four continents. He is also president of EG Consultants, a marketing consulting firm focused on brand management and customer-centric strategies. Previously, Eric founded MTS and grew it to more than 5,000 employees as the company's CEO. ALEXANDER KATES is a serial entrepreneur and digital marketing maven. He works as a marketing consultant, often in partnership with Rutgers University, to train Fortune 500 executives. Alex helps top brands develop holistic digital strategies and harness emerging media to thrive in today's digital world. He is the founder of several companies, including Planga and the Jersey Angels investment group.

This book has to be read especially if you are almost new with digital marketing. Other readings are required in order to be an expert but, for a general overview, this book is excellent.

"Strategic Digital Marketing" serves as a primer for entering the brave new world of reaching and retaining customers online, that is both accessible to the novice and valuably broad for the specialist seeking to reorient himself. Its chapters survey the responsibilities of people who wear many different hats in a modern company that relies on its digital presence. ROI measurement, website design, social media, mobile, video marketing, legal considerations, and even organizational structure and leadership are each considered under the lens of this new phase in the evolution of marketing. Greenberg and Kates remind us that the Internet is not magic, and an inadequate understanding of its channels and services can create problems instead of abundance if improperly used. Case in point, the memorable FedEx gift certificate fiasco that brought down the customer facing site, angering many customers, all for a promotion of dubious value even in its inception to the company's brand. Highly sensitive to the ephemerality of its subject, (Kates gives a prominent nod to Heraclitus,) the instructional meat of "Strategic Digital Marketing" introduces us to the commonly used tools and channels by illustrating the role each plays in the larger digital ecosystem. For example, YouTube isn't presented as an insider's game with tips to take on faith; on the contrary, explaining concepts such as metadata and how it works, the must-haves in planning and

shooting video on your own, and how annotations power ad affiliate programs, prepares anyone investing the time to learn the underlying mechanics to work with different, new, more complex toolchains independently. This book is not a step by step consulting guide that writes its own expiration date, but rather a manual for building foundational digital marketing skills in a changing frontier. The cited research trends leave no doubt: effective digital marketing strategy will eventually be necessary to the survival of virtually every business. The question we're facing is whether we're ready to manage our companies' destinies, or forever play catch-up just to keep from going under. This book gives you the foundation needed to determine your own steps.

Great book with a lot of practical insights and very updated compared to other books....

Very dry and not helpful

not bad

The author provides practical and real insights. Follow him on Twitter for more.

Haven't quite finished yet, but already it's given me some great ideas about how to approach digital strategy for my clients in a way that they understand. I'm at an ad agency, and relating the need for digital marketing to ROI is one of my biggest challenges. Looking forward to the rest!

This book was easy to understand and read. If there was more on organizational structures, it would have been even better.

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