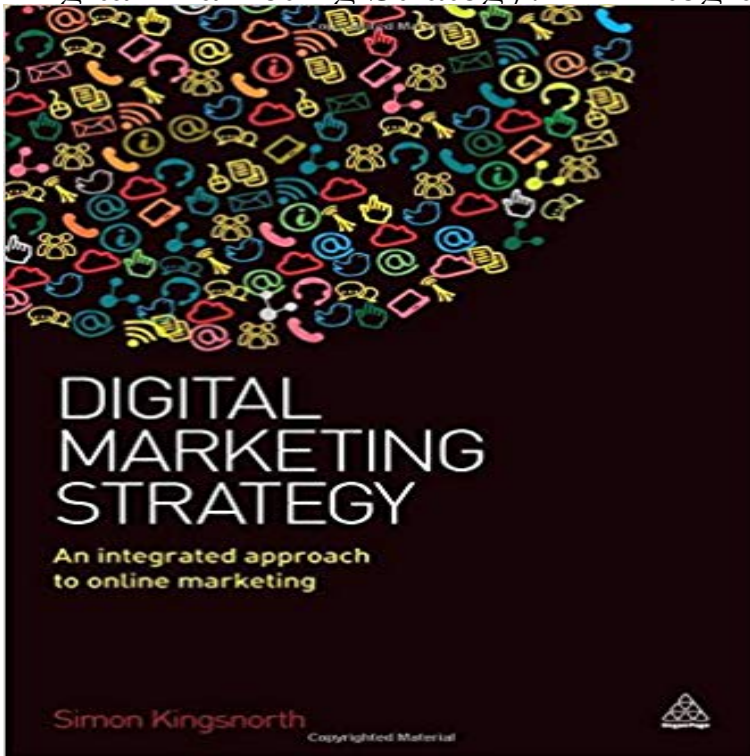


Digital Marketing Strategy: An Integrated Approach to Online Marketing



Digital and social media are essential aspects of a marketing departments function; therefore, it is important that they are integrated into the organizations wider goals. Uniting digital marketing techniques with business strategy and established marketing models such as the 7 Ps, Porters Five Forces, and Customer Lifetime Value, author Simon Kingsnorth demonstrates how to formulate the best strategy for a company. Rather than presenting a one size fits all model, Kingsnorth brings various strategies to life through case studies, charts, illustrations, and checklists. Digital Marketing Strategy covers what digital marketing is, how to budget and forecast, acquisition, personalization, customer service, user experience, content strategy, how to analyze and perform social measurements, and how to structure and present a digital marketing plan in order to win support and funding.

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