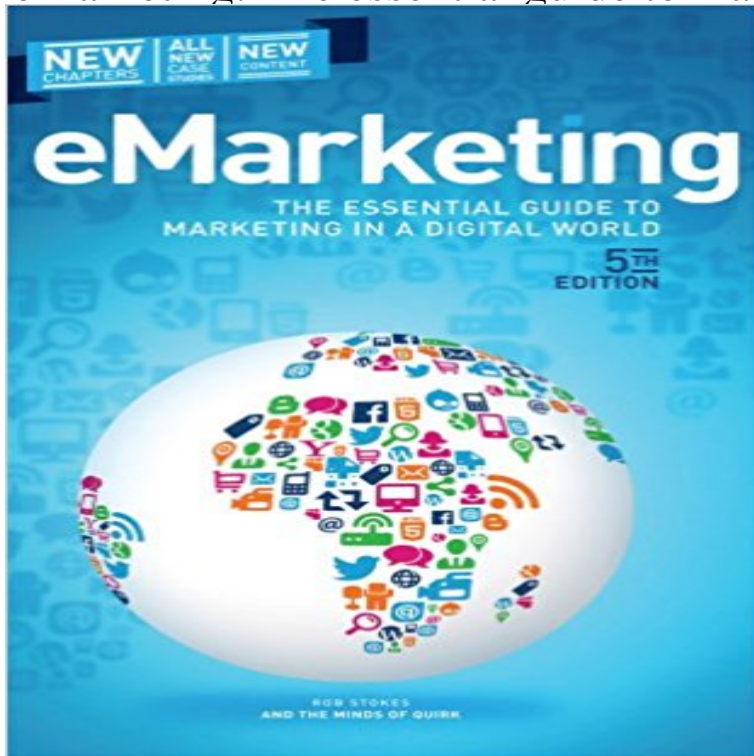


# eMarketing: The essential guide to marketing in a digital world



Make your mark with digital eMarketing: the essential guide to marketing in a digital world is a one-stop guide to using the technologies and tools that are available to today's marketers. Written by the experts from Africa's largest digital agency, it offers practical insight into the strategic application of digital marketing best practice, providing students, practitioners and the industry with an accessible, comprehensive manual that no marketer should be without. Get to grips with Digital Strategy, Content Marketing, Social Media, Search Engine Optimisation, User Experience, Customer Relationship Management, Data Analytics and more.

eMarketing: the essential guide to marketing in a digital world is the result of over 14 years of experience in a leading international marketing agency filled with brave, curious minds. Updated 5th edition features Learning outcomes, key terms and concepts 19 up-to-date chapters with case studies demonstrating digital in action Chapter and case study questions, online resources and further readings Reviews and Comments The first thing that you should do is obsess about the terms in this book. Vocabulary is the first step to understanding, and if you don't know what something means, figure it out. Don't turn the page until you do. - Seth Godin, Author: Purple Cow, Lynchpin and Permission Marketing My Quirk eMarketing textbook is a truly indispensable desk item. Since completing the e-course I have been able to help embed the correct terminology and appropriate digital focus with all colleagues from top down. This is essential if we, as a global business, wish to be seen as competent leaders and high quality adopters of digital marketing tactics and strategies. Behind every great digital marketer should be this great textbook! -

Sunita Anderson, Group Marketing Knowledge Manager at SABMiller plc. I

found the textbook well-written, making what could be quite complex terms and definitions easy to understand. Having loads of practical examples scattered throughout the chapters, the theoretical concepts were well highlighted in practical, real-world application. Each chapter challenged me to apply my newly learnt skills through providing further readings and additional resources to explore. Mr A. Marriott Lecturer: Marketing, and Advertising & Sales Promotion at Nelson Mandela Metropolitan University Learn More About Marketing in a Digital World Red and Yellow, Quirks academic partner, offers part-time eLearning and full-time taught courses in branding, marketing, digital, advertising and communications. Drawing on expert knowledge from every corner of the industry, they offer practical, outcomes-focussed qualifications for every stage of your career. Visit [www.redandyellow.co.za](http://www.redandyellow.co.za) for details. To access lecture slides, guide and additional resources, visit our Online Resource Centre for students and educators: [www.redandyellow.co.za/textbooks/digital](http://www.redandyellow.co.za/textbooks/digital) Copyright notice: We believe that education should be freely accessible and we have licenced this textbook under a Creative Commons Licence. You may use this content in any way you want, provided it is not for commercial gain (neither the book, nor any derivatives of it can be sold or resold), you share all changes that you make and you attribute to the publishers. For more information, or to download a free copy of the book, please visit: [www.redandyellow.co.za/textbooks/digital](http://www.redandyellow.co.za/textbooks/digital)

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