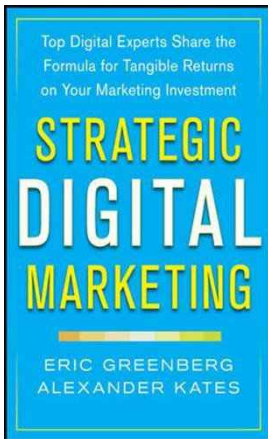


(Library ebook) *Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment*

Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment



Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment

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US/Data/Computers-Technology

5/5 From 359 Reviews

Eric Greenberg, Alexander Kates

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1 of 1 people found the following review helpful. A must read if you are a novice
By Diego Malvestio
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.
2 of 3 people found the following review helpful. A Guidebook to Uncharted Territory
By Jon Torodash
"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;

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