

1. Record Nr.	UNINA9910460488703321
Autore	Zahay Debra L.
Titolo	Digital marketing management : a handbook for the current (or future) CEO // Debra Zahay
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-925-4
Edizione	[First edition.]
Descrizione fisica	1 online resource (168 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	658.872
Soggetti	Internet marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Foundations -- 1. How did we get here? Definitions and background -- 2. Strategic thought as it relates to digital marketing -- 3. Website design -- Delivery -- 4. Search engine marketing -- 5. E-mail marketing -- 6. Social media and mobile marketing -- Context -- 7. Customer relationship management (CRM) and the role of leadership in digital marketing -- 8. Legal issues: data privacy, security, and intellectual property -- 9. The customer database and analytics -- 10. Concluding thoughts -- Appendix. Digital marketing plan outline -- Index.
Sommario/riassunto	This book is for managers and would-be managers who need to upgrade their knowledge of digital marketing. Told from the perspective of marketing strategy, it puts digital marketing in the context of firm strategy selection. The first step in digital marketing is to understand your company and your brand. The next step is to put content and keywords on your website so that they can be found in search. The next step is to use the other delivery platforms of digital content, e-mail, social, and mobile, to deploy that content to the customer. The final topics in the book focus on the importance of data management and privacy. I discuss how to develop a database and to create an organization that puts data quality at its center. These practices are as critical to digital marketing success as the delivery

platforms. Without quality data, no digital marketing program can be successful. After creating a database with high-quality data, I then briefly discuss the use of analytics in digital marketing. After reading this book, the reader should have a good idea of where to start on the path to an integrated digital marketing management strategy. Each chapter concludes with a list of action steps or "what to do next" to get started on implementing a digital marketing strategy as well as review questions and key terminology.
