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Nota di contenuto	Cover; Title Page; Copyright; Contents; Acknowledgments; Foreword; Introduction; Chapter 1: The 10 Essential Skills Every Marketer Needs; Digital Has Changed the Game; The Disruption of Marketing Continues; We Have All Benefitted from the Disruption; Your Amazon.com; Business-to-Business Companies Are Players, Too; Just Ahead: Relief and Reward; What Do We Mean by Customer-Centricity?; Walk in Our Customers' Shoes; Eenie Meenie Miney Mo; Realizing the Customer-Experience Differential; Get Customer Experience Savvy-It Pays; USAA Understands and Delivers; What Do Our Customers Want from Us? Understand and Meet Their NeedsOffer Relevant Interactions; Invite Participation; Engage Before, During, and After; Keep It Simple; Be Real and Be Worthy; Be Meaningful; How Remarkable Do We Need to Be?; Will We Ignore Change, Grow with It, or Drive It?; 1. Build a Successful Marketing Career; 2. Design Valuable Customer Experiences; 3. Find Actionable Insight in Big Data and Marketing Analytics; 4. Employ Entrepreneurial Thinking for Discernment and Agility; 5. Create a

Winning Content Experience Strategy; 6. Engage Customers via Social Communities

7. Maximize Marketing Effectiveness by Integrating Paid, Earned, and Owned Media; 8. Drive Sales with Intelligent Customer-Engagement Platforms; 9. Build Worthwhile Loyalty and Digital Couponing Programs; 10. Ignite Customer-Centricity across the Organization; What's Next?; Consumers, Prospects, Customers, and Constituents; Questions for Consideration; Resources; Chapter 2: How Organizations Are Adapting to the Customer-Centric Era; The CCEO: Shifting Our COMPANY'S Point of View; The CDO: Expanding Our Organization's Way of Thinking; Design Matters in the Big Scheme of Things

Design Matters on the Day-to-Day Level; Design + Technology = Digital Experiences; Design + Technology = Hybrid Experiences; Design + GPS Technology = Location-based Experiences; Design + Emerging Technology = Tomorrow's Experiences; Design Includes Event Making; The New CIO: Developing New Sources of Insight; What's a Marketer to Do?; Understand Our Customers Thoroughly; Know How Our Customers Experience Our Brands; Build Customer Relationships; Coordinate Moving Parts and Integrate Opposites; Be a Curious Expert; Keep the Faith; Questions for Consideration; Resources

Chapter 3: Build a Successful Marketing Career; Me.com; Expect a Unique Career Trajectory; Know Thyself; Brand or Be Branded; Developing Our Personal Brand; Our Networks Are Verbs; Identifying Our Networks; Taking Our Brands and Networks on the Road; Getting the Most Out of LinkedIn; Staying Current; Joining Relevant LinkedIn Groups; But I Want to Have a Life; Are a Personal Blog and Website Necessary?; Be Resourceful; Learning in Atypical Classrooms; Spending Time with Creative Folks; Doing Something Creative Every Day; Taking Time Off; Cultivating Developmental Relationships

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#### Sommario/riassunto

Praise for The Digital Marketer "The world of work changes faster than ever. As Larry Weber and Lisa Henderson explain here, 'Standing still is extraordinarily risky.' But taking action just to take action is no solution. With so many options at hand, it's important to think strategically. This book can help marketing professionals see what new tools are out there, what's working for others, and what might work for them." -Reid Hoffman, cofounder and chairman of LinkedIn, and coauthor of the #1 New York Times bestseller The Start-up of You "On the

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