1.	Record Nr.	UNINA9910697040903321
	Titolo	The Hispanic population in the United States Advance report [[electronic resource]]
	Pubbl/distr/stampa	[Washington, D.C.], : U.S. Dept. of Commerce, Bureau of the Census
	Descrizione fisica	2 volumes : digital, PDF files
	Collana	Current population reports. Series P-20, Population characteristics
	Soggetti	Hispanic Americans - Population Hispanic Americans Statistics.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Periodico
	Note generali	Description based on: Mar. 1986-1987; title from PDF caption (viewed Apr. 27, 2010). Latest issue consulted: Mar. 1988 (viewed Apr. 27, 2010).

2. Record Nr.	UNINA9910136781503321
Autore	Dodson Ian
Titolo	The art of digital marketing : the definitive guide to creating strategic, targeted, and measurable online campaigns / / Ian Dodson
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2016 ©2016
ISBN	1-119-26571-1
Descrizione fisica	1 online resource (viii, 385 p.) : $b ill
Collana	THEi Wiley ebooks
Classificazione	BUS043000
Disciplina	658.8/72
Soggetti	Màrqueting per Internet Planificació estratègica Internet marketing Strategic planning Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Preface -- 1. An introduction to digital marketing -- 2. Search engine optimization -- 3. Pay per click -- 4. Digital display advertising -- 5. Email marketing -- 6. Social media marketing (part 1) -- 7. Social media marketing (part 2) -- 8. Mobile marketing -- 9. Analytics -- 10. Strategy and planning -- Conclusion.
Sommario/riassunto	The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing 'code', and reaching, engaging, and serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start with the customer and work backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels. The evolution of

digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns.