

1. Record Nr.	UNINA9910913791603321
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Titolo	Digital Marketing : Tools, Techniques and Best Practices for Graduate Students and Managers // by Klaus Solberg Søilen
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
ISBN	9783031695186 3031695186
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (463 pages)
Collana	Springer Texts in Business and Economics, , 2192-4341
Disciplina	658.872
Soggetti	Marketing Consumer behavior Business information services Consumer Behavior IT in Business Màrqueting per Internet Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Understanding the Digital Environment -- Big Data and Data Mining -- Data Quality -- Customer Analytics: Profiles, Personas, Personalization -- Monitoring Performance and Crushing the Numbers, KPIs -- Search Engine Optimization (SEO) -- Click Analytics -- The Online Buying Process -- Checkout and Payment Options -- The e-commerce Website and Mobile App -- Information Architecture -- Building an Attractive Site Structure -- Mobile Interface Is All -- The Role of Influencers, Celebrity Endorsements, and Identifying Opinion Leaders -- Storytelling in Marketing -- Stealth Marketing on Social Media -- The Video-First World: How Everything Is Video and Evaluated in Seconds -- Why Music Matters in Digital Marketing -- Drafting the Storyline, Expected Emotions -- Embedding -- Real-Time Video Editing -- Social CRM -- Personal Branding -- Building Brands Online and Brand Identity -- Online Partnerships -- Omnichannel Marketing -- Gamification Strategies -- Cross-Selling and Upselling -- AI and Marketing Automation -- Geolocation of Visitors -- Dropshipping -- Browsing

and Purchasing Online -- B2B Digital Marketing -- Impact on Employment -- The Evolution of PR and Communications in the Digital Age -- The Art and Science of Copywriting -- Ethics in Digital Marketing -- Banner and Native Advertising, Display Campaigns -- Digital Cultures -- Strategies and Business Models in Digital Marketing -- Cookies and Privacy Concerns -- Using Google Ads in Digital Marketing -- E-governance -- Social Networks and E-learning -- Digital Healthcare.

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#### Sommario/riassunto

This textbook balances the theory of digital marketing with the practical skills for prospective marketers in professional organizations, both public and private. It begins with an introduction to the digital landscape following the structure of market segmentation, B2C, B2B applications, as a starting point, of digital marketing. It then takes the readers through the customer journey, use of social media, and the rising importance of video-based communication. Given this background, students will learn the organization, technical skills and project management needed for digital marketing, including online public relations, communications, and internet branding. An extensive summary of strategies necessary to work with digital marketing in a longer perspective is also provided. .

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