



Digital Marketing: Integrating Strategy and Tactics with Values, a Guidebook for Executives, Managers and Students (Hardback)

By Ira Kaufman, Chris Horton

Taylor Francis Ltd, United Kingdom, 2014. Hardback. Book Condition: New. 249 x 196 mm. Language: English . Brand New Book. Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to * Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. * Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). * Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies...

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