Fourth Edition

Understanding Digital Marketing
Marketing strategies for engaging the digital generation

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CONTENTS

Preface  x
About the author xvii
Contributors' biographies xviii
Acknowledgements xxxvi

01 Digital marketing... the origin of...  1
In the beginning...  1
But this is a book about marketing in the digital age – the present and the future  2
The technology behind digital marketing  4
Enough technology... let's talk about people  12
Case study: Dulux  18

02 Have a plan and stick to it... strategy!  20
Why you need a digital marketing strategy  20
Your business and digital marketing  21
Defining your digital marketing strategy  24
Understanding the digital consumer  26
The four Ps of marketing and the 10 Ps of digital marketing  31
Eyes on the prize  32
Bringing it all together  34
Case study: Kwik Fit  34

03 Crouch, touch, pause... engage...  37
Your website – the hub of your digital marketing world  37
Building an effective website  39
The main steps of building your website  40
Before you start  41
Choosing your domain name  45
Hosting – your website’s home on the internet  47
How to choose a web designer/developer  50
Arranging your information  52
Writing effective web content  54
Case study: TotallyMoney.com  60
Contents

04 Search: being found online 63
Search: still the online marketer’s holy grail 63
About the engines 64
Optimizing your site for the engines 67
Advertising on the search engines 91
Mobile search 103
Black hat, the darker side of search 104
Bringing in the pros 107
Universal search – more opportunities to rank 108
Shifting goalposts – search innovation and the quest for relevance 109
Case study: STEAK and We Are Marmalade 115

05 Understanding social media 120
Join the conversation 120
What is social media? 121
Different forms of social media 124
Social media dashboards – all your updates in one place 144
The rules of engagement 145

06 Understanding e-mail marketing 153
E-mail – the power channel 153
What exactly is e-mail marketing? 155
Before you start 158
Planning your campaign 163
Measuring your success 170
E-mail – a vital component of digital marketing 174
Case study: The Entertainer 175

07 Understanding mobile marketing 178
Mobile – market size and rate of growth 178
The rise and rise of mobile advertising 185
Case study: Periscopix and Oasis – mobile conversions increased 255 per cent year on year 186
Location, location, location 189
Mobile gaming 192
Mobile applications 194
Mobile privacy 197
Mobile data 200
Further exploration 200
Building a multichannel marketing strategy 201
Case study: FCB Chicago and Illinois Council Against Handgun Violence – Unforgotten 202

08 Content marketing and native advertising 205
Why content? – An overview 205
Case study: B&Q 208
Content strategy 216
Content production 222
The future of online content 234

09 Understanding programmatic 243
What is programmatic ad buying? 245
What do digital marketers need to know about programmatic buying? 249
Deeper dive 252
Brands... the broad view 256
Challenges for marketers 257
Challenges for the industry 258
Roles and responsibilities of the industry players 259
In summary 259
Q&A with Brian O’Kelley, co-founder and CEO of AppNexus 261
The future of programmatic advertising 264

10 All about video 268
Introduction 268
Video goes mainstream 268
Some statistics on video marketing 271
The essentials of a video marketing campaign 279
Future development in video marketing 290
Augmented and virtual reality: want to read more? 293
Video marketing tips 293
Case study: Unilever Cornetto 294
11 Understanding online PR 298
Nothing has changed, but everything has changed 298
Case study: internet = speed 299
What is online PR? 300
Case study: it’s all about credibility 305
The rules of engagement 306
Case study: Legal & General, ‘Deadline to Breadline’ campaign 308
Going it alone? 309
Case study: VW 311
Don’t think it can’t happen to you 312
Respond quickly – and you can nip things in the bud 313
Your PR checklist for when your reputation is under threat 314

12 Understanding performance marketing 318
Recognizing opportunities for strategic partnership 318
What is performance marketing? 321
Top five tips to publisher success 338
Summary 341
Case study: Slendertone and Optimus 342

13 Understanding the IoT 345
The internet of things 345
Industry concerns 354
Case study: Airport customer experiences 362

14 Optimizing the customer and user experience 368
User experience (UX) 369
What is UX? 369
How to design for usability 384
Some useful design principles 386
Persuasion and the persuasive layer 389
Summary 392

15 The future of digital marketing 393
Trust will be the commercial advantage 394
Censorship and privacy issues will destroy the internet as we know it 394
The good internet and the bad internet 395
The power of voice and thought 395
Chief digital officers lead to the rise of the data scientists 396
Life without Google? 396
The last word 403

Glossary 405
Index 418

Bonus online-only chapters and contributor views are available at the following url (please scroll to the bottom of the web page and complete the form to access these):

www.koganpage.com/understanding-digital-marketing

**Bonus online-only chapters:**
Measurement and data: is it working?
Going global – internationalization: cross-border digital marketing
Digital transformation 101: a journey of change towards a transformed customer experience

**Bonus online-only contributor views:**
Also included at the above url are three other contributions to this edition that were too good to omit!