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Digital Marketing

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6th Edition

Digital Marketing

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by Stephanie Diamond

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dummies[®]
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Digital Marketing All-in-One For Dummies®

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Introduction

According to Statista, in 2018, 4.2 billion people were active Internet users and 3.4 billion were social media users. That means that no matter what business you're in, it's pretty likely that you can reach your audience online. You can move slowly and add digital marketing tactics and social media platforms as you go, or you can jump in and make digital marketing priority one. Either way, you can't avoid the journey. You need to have a digital marketing plan. Your competitors have one.

So where do you start? Well, first you have to create a strategy and then determine the tactics that will support it. With *Digital Marketing All-in-One For Dummies*, you can sort out all the “should dos” and “nice to dos” from the “must dos.” You need a clear path that will prevent you from spending too much time on the things that don't matter. The most beautiful website is a great ideal, but if you don't do essential tasks such as create great content, effectively target your audience, and collect key data, you're not going to be successful.

About This Book

To make sure you have all the information you need, this book includes 9 books that cover the following major topics:

- » **Book 1: Creating Your Digital Marketing Strategy:** Examine your overall goals and determine the strategy that will help you reach them.
- » **Book 2: Uncovering the Customer Experience:** Look at the impact that the right customer experience can have on converting prospects to loyal customers.
- » **Book 3: Dipping into Content Creation:** Great content gives you a competitive advantage, so you look at the keys to making your brand memorable.
- » **Book 4: Reaching Your Millennial Audience:** Millennials now make up the largest block of consumers. Find out what they want and how to deliver it in a way that gets their attention.

- » **Book 5: Implementing Channel Promotions:** See what type of promotions suits your audience and how to use search and email marketing to reach them.
- » **Book 6: Connecting with Influencers:** Working with influencers is gaining in popularity as digital marketers find that it's a fast way to break through the noise. See what you need to do to work with the right influencers.
- » **Book 7: Facebook Marketing:** You can't ignore Facebook. See how you can use its marketing capabilities to the fullest.
- » **Book 8: Deploying Other Social Media:** Find out which other social platforms your audience uses. Is it Instagram, Pinterest, Twitter, YouTube? See what you need to do to find and engage.
- » **Book 9: Analyzing Data for Success:** The right data makes the difference between a good campaign and a failure. See what metrics you should be tracking.

Icons Used in This Book

Throughout this book, you see different icons. Here's what they mean:



TIP

The Tip icon showcases information that can make doing things easier or faster.



REMEMBER

The Remember icon points out things you need to remember when searching your memory bank.



WARNING

The Warning icon alerts you to things that can be harmful to you or your company.

Where to Go from Here

Like all *For Dummies* books, you can read the chapters in any order you prefer. Start anywhere you like. However, if you're new to digital marketing you'll probably want to start with Book 1 to learn how to lay the foundation for your overall strategy. Then consider reading Book 2 that shows you why and how your customer's experience is crucial to your success.

If you want to focus on specific audiences, go to Books 4 and 6 to find out more information about targeting millennials and influencers respectively.

The rest of the books (3, 5, and 7-9) focus on the mechanics of content creation, the use of social media, channel promotions, and data analytics.

There's also an online cheat sheet. Go to dummies.com and type Digital Marketing All-in-One For Dummies in the Search box to find it. On the cheat sheet you will find information about resources to monitor your brand reputation, reasons to work with influences, how to track your content performance, and other useful information.

