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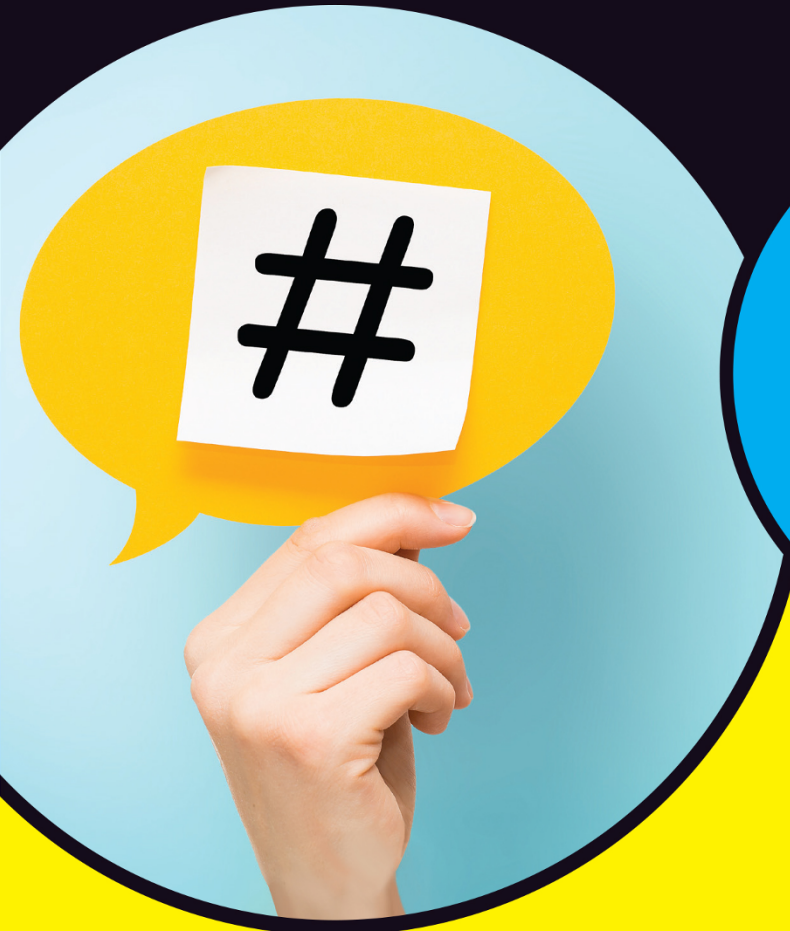


2nd Edition

# Digital Marketing

ALL-IN-ONE

for  
**dummies**<sup>®</sup>  
A Wiley Brand



**Stephanie Diamond**

Author of *Content Marketing Strategies For Dummies*



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# Contributing Authors

---

Eric Butow

Ryan Deiss

Stephanie Diamond

Joel Elad

John Haydon

Russ Henneberry

Jenn Herman

Michelle Krasniak

Cat Lincoln

Stefania Pomponi

Deborah Ng

Kristy Sammis

Shiv Singh

Jesse Stay

Sangram Vajre

Corey Walker

Amy Will

Jan Zimmerman



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## Digital Marketing All-in-One For Dummies®, 2nd Edition

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# Introduction

According to Statista, in 2021, more than 4.26 billion people were using social media worldwide. Statista predicts this number to increase to almost 6 billion by 2027. So no matter what business you're in, you're pretty likely to 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*, 2nd Edition, 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 things that don't matter. Having a 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 won't be successful.

## About This Book

To make sure you have all the information you need, this book includes nine minibooks 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: Understanding the Importance of Customer Experience:** Look at the impact that the right customer experience can have on converting prospects to loyal customers.
- » **Book 3: Marketing Using Artificial Intelligence (AI):** AI is finding its way into every part of digital marketing. Find out how it's being deployed in several important areas, including content development and personalization.
- » **Book 4: Dipping into Content Creation:** Great content gives you a competitive advantage, so in this part you look at the keys to making your brand memorable.

- » **Book 5: Implementing Channel Promotions:** See what type of promotions suit your audience and how to use search and email marketing to reach it.
- » **Book 6: Connecting with Influencers:** Working with influencers continues to be popular 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: Meta/Facebook/Instagram Marketing:** You can't ignore Facebook (whose parent company is now called Meta). 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, LinkedIn, Pinterest, TikTok, Twitter, YouTube? See what you need to do to find and engage your audience. Also discover how the metaverse will affect marketing in the future.
- » **Book 9: Analyzing Data for Success:** The right data makes the difference between a good campaign and a failed one. 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

As with 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, which shows you why and how your customer's experience is crucial to your success.

If you want to focus on a specific audience, go to Book 6 to find out more information about targeting influencers. To see how to make use of marketing tools using artificial intelligence, go to Book 3.

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

You can also get more information about marketing from the online cheat sheet, found at [www.dummies.com](http://www.dummies.com) by searching *Digital Marketing All-in-One For Dummies*, 2nd Edition. The cheat sheet offers resources to monitor your brand reputation, reasons to work with influencers, ways to track your content performance, and other useful information.

