

THE ART OF DIGITAL MARKETING

The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns

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IAN DODSON is co-founder and director of the Digital Marketing Institute, an online education company with more than 17,000 graduates in 80 countries. He develops certification standards and career pathways in digital marketing for universities, students and employers. He was formerly managing director of WebKitchen.ie, a digital marketing agency and a client manager with Oracle. He also founded Weddings Online, Ireland's leading wedding planning website. Ian Dodson is a graduate of Trinity College, Dublin.

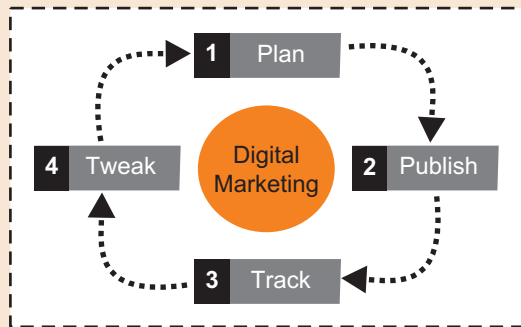
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MAIN IDEA

Digital marketing is different because today's consumers are empowered and informed. Marketing is no longer a matter of throwing stuff at consumers in the hope something sticks. Instead, to market effectively in the digital era, you need to find out what your customers are already doing online and then facilitate two-way conversations so you learn how to sell to them.

Doing this involves a four-step sequence:

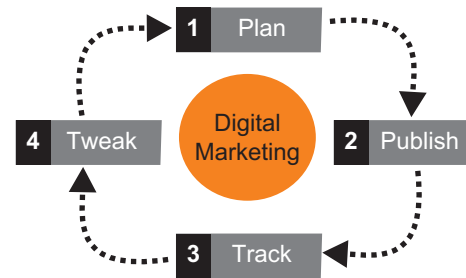


The key distinguishing attribute of digital marketing is you deal with market realities, not guesses. You can track how each individual prospect responds to your marketing message and adjust accordingly. That new dynamic powered by digital technology fundamentally changes how marketing works.

Digital marketing is all about harnessing a two-way conversation with your future customers in a productive way.

"Many people are too quick to jump into managing digital channels. They set up blogs, websites, and social media profiles and start publishing nonspecific content about themselves, their companies, and their products. They fail to realize that digital channels are not broadcast channels in the traditional sense of the term. In fact, they are interaction channels that facilitate a two-way conversation. By taking the time to find out what your customers are doing online, your digital activities will become radically more effective. Your customers are speaking online. Are you listening?"

– Ian Dodson

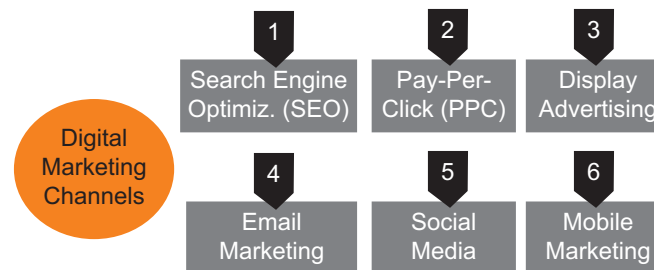


1. What's different about digital marketing? Page 2

The distinguishing feature of digital marketing is you acknowledge customers are now empowered and well informed. Therefore, you need to develop your go-to-market strategy based on what your customers are already doing online. You engage them in a two-way conversation rather than blindly shouting at them to "buy this" all the time.

2. The Six Digital Marketing Channels Pages 2 - 6

To excel at digital marketing, there are at six main communication channels you need to understand and use if they will reach your target customers. Those six digital marketing channels are:



3. The role of analytics in digital marketing. Page 7

Analytics plays a central role in digital marketing because it gives you the story behind the stats. You can and should be using analytics to uncover insights about how to optimize your website, understand your users and meet your marketing and business goals. Analytics will highlight what's working and what's not.

4. How to develop a digital marketing strategy and plan. Page 8

Pure and simple an effective and successful digital marketing campaign is one that uses the most appropriate channels for maximum business impact. Follow the plan and you can compose your own digital marketing masterpiece.

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