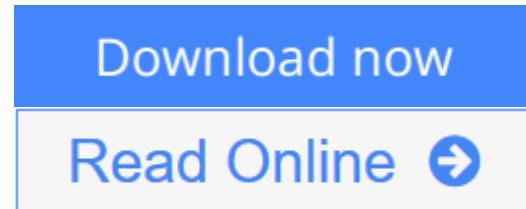


Digital Marketing Strategy: An Integrated Approach to Online Marketing

By Simon Kingsnorth



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Digital and social media are essential aspects of a marketing department's function; therefore, it is important that they are integrated into the organization's wider goals. Uniting digital marketing techniques with business strategy and established marketing models such as the 7 P's, Porter's Five Forces, and Customer Lifetime Value, author Simon Kingsnorth demonstrates how to formulate the best strategy for a company.

Rather than presenting a "one size fits all" model, Kingsnorth brings various strategies to life through case studies, charts, illustrations, and checklists. *Digital Marketing Strategy* covers what digital marketing is, how to budget and forecast, acquisition, personalization, customer service, user experience, content strategy, how to analyze and perform social measurements, and how to structure and present a digital marketing plan in order to win support and funding.

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