

Contents

<i>List of boxes</i>	xi
<i>List of case studies</i>	xii
<i>List of figures</i>	xiii
<i>List of tables</i>	xvii
<i>Notes on contributors</i>	xix
<i>Acknowledgements</i>	xx
<i>Definitions of terms</i>	xxii

SECTION I

Introduction	1
0 A visual introduction to Digital and Social Media Marketing	3
0.1 <i>You and your buyers</i>	7
0.2 <i>Your complex organisation</i>	11
0.3 <i>The Buyer Persona Spring and action-based learning</i>	13
0.4 <i>The Buyer Persona Spring</i>	18
0.5 <i>Book structure</i>	20
1 Understanding Digital and Social Media Marketing concepts	21
1.0 <i>Learning objectives</i>	21
1.1 <i>Understanding Digital and Social Media Marketing</i>	21
1.2 <i>How to speak Digital and Social Media Marketing</i>	22
1.3 <i>Success and failure in digital marketing</i>	25
1.4 <i>The Digital Business Maturity Model</i>	32
1.5 <i>The buyer persona</i>	35
1.6 <i>Tools for Digital and Social Media Marketing</i>	38
1.7 <i>Summary</i>	42
1.8 <i>References</i>	43

2	Identifying business needs	44
2.0	<i>Learning objectives</i>	44
2.1	<i>Digital marketing strategy</i>	44
2.2	<i>Analysing the external environment</i>	46
2.3	<i>The practicalities: identifying micro- and macro-conditions</i>	58
2.4	<i>Summary</i>	63
2.5	<i>References</i>	65
SECTION II		
	Building your digital marketing strategy	67
3	Understanding your buyer persona	69
3.0	<i>Learning objectives</i>	69
3.1	<i>Understanding online consumer behaviour</i>	69
3.2	<i>The buyer persona</i>	71
3.3	<i>Characteristics of ethical, moral and green consumer behaviour within digital environments</i>	78
3.4	<i>The buying journey</i>	80
3.5	<i>From the buying journey to online purchases</i>	82
3.6	<i>'Trust touchpoints' for buyers</i>	84
3.7	<i>'Pain touchpoints' for buyers</i>	84
3.8	<i>Strategies to gain trust and minimise pain</i>	88
3.9	<i>Summary</i>	92
3.10	<i>References</i>	92
4	Digital and Social Media Marketing strategy	94
4.0	<i>Learning objectives</i>	94
4.1	<i>What is digital marketing strategy?</i>	94
4.2	<i>Aligning your strategy with your buyer persona</i>	100
4.3	<i>Setting objectives</i>	104
4.4	<i>Creating campaigns and reaching your objectives</i>	105
4.6	<i>Tactics</i>	110
4.7	<i>Summary</i>	112
4.8	<i>References</i>	112
SECTION III		
	Operational planning	113
5	Campaign planning and project management	115
5.0	<i>Learning objectives</i>	115

5.1	<i>The importance of planning</i>	115
5.2	<i>Project management in the context of digital marketing campaigns</i>	116
5.3	<i>Planning – starting a new project</i>	124
5.4	<i>Acting – executing your project</i>	127
5.5	<i>Observing – optimising your efforts</i>	132
5.6	<i>Reflecting – closing a project</i>	135
5.7	<i>Summary</i>	137
5.8	<i>References</i>	137
6	Developing an effective digital presence	138
6.0	<i>Learning objectives</i>	138
6.1	<i>Defining digital presence</i>	138
6.2	<i>Brand building</i>	139
6.3	<i>Brand equity</i>	143
6.4	<i>The rise of the social media-based brand</i>	145
6.5	<i>Social media presence</i>	146
6.6	<i>Developing a network of profiles</i>	147
6.7	<i>Owned, earned and paid content</i>	148
6.8	<i>Building a successful user experience</i>	150
6.9	<i>The principles of user experience design</i>	150
6.10	<i>Usability guide and testing</i>	151
6.11	<i>Responsive design</i>	152
6.12	<i>Website infrastructure</i>	154
6.13	<i>Information architecture</i>	155
6.14	<i>The AIDA model for creating content</i>	156
6.15	<i>Content and website design</i>	157
6.16	<i>Summary</i>	159
6.17	<i>References</i>	160
7	Search engine optimisation: strategy implementation	161
7.0	<i>Learning objectives</i>	161
7.1	<i>The importance of search engines</i>	161
7.2	<i>The business models of search engines</i>	162
7.3	<i>How search engines work</i>	164
7.4	<i>Creating a search engine optimisation strategy to engage your buyer persona</i>	165
7.5	<i>Strategic keyword research</i>	169
7.6	<i>Implementing your search engine optimisation strategy</i>	175
7.7	<i>Benchmarking search engine optimisation activities</i>	187
7.8	<i>Summary</i>	188
7.9	<i>References</i>	189

8 Social media	190
8.0 Learning outcomes	190
8.1 The importance of social media	190
8.2 Social media strategies	191
8.3 Social capital and social media	194
8.4 Online communities	195
8.5 Cultures	197
8.6 Sustainability of your social media platform	197
8.7 Blogging platforms	198
8.8 Business-to-consumer platforms	199
8.9 Business-to-business platforms	200
8.10 Social media optimisation	201
8.11 Finding key influencers	207
8.12 Summary	212
8.13 References	212
9 Content marketing	214
9.0 Learning objectives	214
9.1 The importance of content marketing	214
9.2 The idea generation process	217
9.3 Content creation and development	224
9.4 Content marketing implementation and delivery	230
9.5 Content marketing campaign evaluation	231
9.6 Content creation and copywriting techniques and tips	234
9.7 Summary	236
9.8 References	236
10 Paid advertising – search, social and affiliate	238
10.0 Learning objectives	238
10.1 Paid advertising in context	238
10.2 Understanding paid advertising	239
10.3 Differences in paid advertising on various search engines in Europe	244
10.4 Planning and managing paid search marketing	246
10.5 Paid social media marketing introduction	250
10.6 Overview of advertising on most popular social media platforms in Europe	251
10.7 Affiliate marketing	255
10.8 Benchmarking and monitoring paid advertising activities	256
10.9 Summary	258
10.10 References	259

11 Mobile marketing	260
11.0 Learning objectives	260
11.1 Introducing mobile marketing	260
11.2 Understanding mobile consumer behaviour	261
11.3 Responsive mobile websites and applications	263
11.4 Mobile advertising and promotions	266
11.5 Mobile pay-per-click advertising	266
11.6 Mobile search engine optimisation	267
11.7 M-commerce	268
11.8 Mobile payment systems	270
11.9 2D and QR codes	272
11.10 Internet of Things	275
11.11 Wearable technology	276
11.12 Summary	277
11.13 References	278
12 Measuring brand awareness, campaign evaluation and web analytics	279
12.0 Learning objectives	279
12.1 Introduction	279
12.2 Digital marketing = conversions + brand awareness	280
12.3 Calculating return on investment and customer lifetime value	283
12.4 Web analytics	284
12.5 Key performance indicators for small and medium enterprises when using Google Analytics	289
12.6 Designing web analytics reports that meet business needs	293
12.7 Meaningful reporting and campaign tracking	293
12.8 Digital campaign tracking – UTM codes	294
12.9 Ethical dilemmas in marketing research and data collection	295
12.10 Quantitative data analysis methods	296
12.11 Qualitative data analysis methods	298
12.12 Summary	298
12.13 References	299
13 Future users, content and marketing	301
13.0 Learning objectives	301
13.1 Introduction	301
13.2 The Digital Business Maturity Model	302
13.3 Future work	307

13.4 *Future marketing ethics* 310

13.5 *Interactive everything and the Internet of Things* 311

13.6 *Future business models and structures* 312

13.7 *Summary* 316

13.8 *References* 316

Index

317