



Get to grips with the world of digital marketing

Understanding Digital Marketing

Marketing Strategies for Engaging the
Digital Generation

Damian Ryan & Calvin Jones

The world of digital media is changing at a phenomenal pace. Its constantly evolving technologies, and the way people are using them, is transforming not just how we access our information, but how we interact and communicate with one another on a global scale.

Understanding Digital Marketing, publishing in January 2009, looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe that it is headed in the future. The book will show you, in a practical and comprehensive way, how to harness the power of digital media and use it to achieve the utmost success for your business, now and in the future.

Understanding Digital Marketing will help you:

- choose online marketing channels to get your products and services to market
- understand the origins of digital marketing and the trends shaping its future
- achieve the competitive edge to keep you ahead of the pack
- build an effective website
- understand the dos and don'ts of email marketing
- optimise your search efforts
- get to grips with digital creative understanding – what works and what doesn't
- understand search media and the rules of engagement

The book explores in detail such areas as search marketing, affiliate marketing, e-mail marketing, creative online executions, and digital marketing strategies. Including real-world examples of digital marketing successes and expert opinions, *Understanding Digital Marketing* will give you the tools to utilise the power of the internet to take your business wherever you want it to go.

Cost £19.99

Content includes

Going Digital; Strategic Thinking; Building a Website; Search Engine Optimization; Website Intelligence and ROI; E-Mail Marketing; Social Media; Online PR and Reputation Management; Affiliate Marketing and Strategic Partnerships; Digital Media Creative; Future Trends.

About the authors

Damian Ryan is a managing partner with Results International's global digital practice. The firm is the world's leading specialist M&A firm for the marketing communications and digital media industries. He was previously the founder of ICAN, the first online ad agency in Ireland and a board member of the IAB in Europe, UK and Ireland.

Calvin Jones is a freelance writer, journalist, blogger, online marketer and author who helps organisations of all sizes to communicate more effectively both on- and off-line. With a broad foundation of experience with large public utilities, SMEs and technology start-ups, over the years Calvin has refined his talent for taking complex ideas and making them accessible to a mainstream audience.



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