



# **GETTING DIGITAL MARKETING RIGHT**

**A SIMPLIFIED PROCESS FOR  
BUSINESS GROWTH, GOAL ATTAINMENT,  
AND POWERFUL MARKETING**

**DAVID J. BRADLEY, MBA**

# Getting Digital Marketing Right

**David J Bradley Mba**



## **Getting Digital Marketing Right:**

**Getting Digital Marketing Right** David J. Bradley, 2015      **Digital Marketing Excellence** Dave Chaffey, PR Smith, 2017-03-31 Now in its fifth edition the hugely popular Digital Marketing Excellence Planning Optimizing and Integrating Online Marketing is fully updated keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up to date customer centric digital marketing plans A practical guide to creating and executing digital marketing plans it combines established approaches to marketing planning with the creative use of new digital models and digital tools It is designed to support both marketers and digital marketers and students of business or marketing who want a thorough yet practical grounding in digital marketing Written by two highly experienced digital marketing consultants the book shows you how to Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer driven digital marketing Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple Facebook Google and Twitter This new edition seamlessly integrates the latest changes in social media technology including expanded coverage of mobile technology demonstrating how these new ways to reach customers can be integrated into your marketing plans It also includes new sections on data analytics clearly demonstrating how marketers can leverage data to their advantage Offering a highly structured and accessible guide to a critical and far reaching subject Digital Marketing Excellence Fifth Edition provides a vital reference point for all students and managers involved in marketing strategy and implementation      *Digital Marketing* Santino Spencer, 2023-06-27 How do you come up with the right digital marketing strategy for your business How to go about creating the right kind of content with digital storytelling How does a business go from being virtually unknown into a household name Digital Marketing is the guide you need We will teach you how to establish your digital marketing strategy in 7 easy steps This guide is designed to provide you with all the tools you need in a concise easy to understand format that will answer all your burning questions and get you on your way to establishing successful digital marketing The digital space has opened up a whole new world of possibilities and opportunities However this also means that the good old fashioned marketing strategies don't work anymore You need strategies that are going to keep up with the demands of today's digital marketing landscape Everything is faster better more efficient more entertaining more valuable more customer centric and a lot more targeted Digital Marketing provides you some pointers and tips for navigating a digital marketing strategy it also asks you to think and consider how you currently are strategizing It helps you to evaluate where you are and what you as an individual need to change to push it to the next level In a comprehensive step by step reference format each chapter corresponds to a specific element of digital marketing The clear cut organization makes it simple to follow along and refer back to areas you still feel confused about as you go This guide is complete with coherent examples to help you distinguish

between each element and log them into your long term memory YOU LL LEARN Why digital marketing is the way of the future What is a digital story and why your business needs to be telling one Why digital strategy is by far the VERY BEST approach that will turn your business vision into reality What are some of the most important KPIs that you should be tracking and monitoring for your campaigns What is email marketing automation and why you should be using it right now if you haven't already started How do you understand your audience and figure out what your messaging should be How to set the right kind of budget for your business and ensure you're getting the most bang for your buck And much more To help you on this journey of achieving the goal of becoming a digital marketer this guide goes through many actionable examples and strategies As you press yourself to grow you will find that there are so many experiences you have already had that will help formulate your ability to be a successful strategic marketing plan Let's get started

The ABC's of Digital Marketing for Beginners Micheal Davis, 2024-01-22 Do you know that now it is the best time ever to become financially independent and create an online business Yes you read it right now it's the time when smart people are making the right decisions Imagine this over 4 billion people are using social media every day more than half of these people are buying something online every month Can you imagine how much cash is flowing around daily You definitely want a piece of this cake My mission before creating this book was to collect as much useful information as possible so you can decide which business idea fits you best and teach you the latest proven to work secrets of digital marketing so your business can bloom out as soon as possible Here is just a short brief of what is inside Traditional versus digital marketing differences explained Best passive income ideas 2024 Career profiles in digital marketing that you can take up and make a living Understand the role of a digital marketer and how that will boost your online business How to craft a marketing strategy that attracts sales and builds your brand faster Ways to analyze your competitors and apply their valuable business tricks Methods of targeting clients acquiring them and keeping them coming back The various social media tools for advertising Take a look at the 3 most popular social media platforms for businesses How to re-brand and sell products and services Branding is more than getting the right logo Analyze 8 types of digital marketing How to track your marketing efforts using Google Analytics Much much more

*Digital Marketing* Alan Charlesworth, 2014-07-25 Digital Marketing A Practical Approach 2nd Edition is a step by step guide to marketing using the Internet Concentrating on the operational and functional aspects of this dynamic subject the book is packed with tactical advice and real life examples from those leading the field to help you succeed Written as an accessible guide to equip you for the digital element of any contemporary marketing role Digital Marketing covers all the key topics including search engine optimization and social media marketing With real world case studies to illustrate digital marketing in practice and exercises to help you analyse plan and execute effective strategies within the workplace this practical resource will prepare you to undertake digital marketing across a variety of organizations More than just a book this complete package features an associated website at AlanCharlesworth.eu/DigitalMarketing which hosts the case studies for

the book offers further tips and advice and provides access to a wealth of extra material such as up to date references and web links This new second edition builds on the first edition's success by addressing the key recent developments in digital marketing including an expanded section on social media marketing and an appreciation of the impact of mobile devices Moreover it's been thoroughly updated throughout with brand new cases and examples with an international range all of which encourage the reader to quickly learn the practical applicability of the theory and practice of emarketing

**Digital Marketing Strategies for Fashion and Luxury Brands** Ozuem, Wilson, Azemi, Yllka, 2017-10-31 Online shopping has become increasingly popular due to its availability and ease As a result it is important for companies that sell high end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher end products Featuring coverage on a broad range of topics and perspectives such as brand communication mobile commerce and multichannel retailing this publication is ideally designed for managers academicians and researchers seeking current material on effectively promoting more expensive merchandise using technology

**Becoming a Digital Baller the Playbook: Everything You Need to Know to Get Started in & Excel in Digital Marketing** Connor Ray Wright, 2019-03-18 Digital Marketing is NOT just Facebook ads or funnels those are just pieces Digital Marketing if done right is building finding compete strangers and turning them into happy customers through building relationships If you are interested in learning the fundamentals of each piece of digital marketing Social media Ads Funnels Websites SMS Email and more then this is the book for you This book was written for anyone who is Entrepreneurs who have mainly worked off referrals or Hustling Trying to build a business their own or someone else through digital marketing and has had little to no success New to Digital Marketing or only has experience in a few areas of Digital Marketing This book contains the foundation of digital marketing that I have used to generate millions of dollars through digital marketing solutions From Facebook ads to Email to SMS Marketing and everything in between in almost every industry such as Brick and Morter E Commerce Informational Service Software and subscription By the end of this book you ll know The digital marketing fundamentals that every GURU strategies are built off of that they won't share with you unless you pay thousands of dollars for their course The complete guild to the universal dating strategy that you can use no matter what kind of business you are The most important skill every digital marketer needs F I O The fundamentals of every piece of digital marketing How to use social media to drive sales Create a clear road map for your entire digital marketing strategy Teach you the fundamentals of successful websites and landing pages to actually convert When I was first starting my business Connor gave me the exact advice I needed Since then I've gone from making less than 10K per year to over 100K per month I'm so grateful to Connor for putting me on the right path Andrew George CEO of MCAT Self Prep If you're not one for wasting time guessing what to

do Connor Wright's book is what you'll wish you had started with before trying to decipher the other guru books you hoped had the answers but royally let you down. Finally a resource that cuts through the soapbox rhetoric and digs straight into what works the first time for the best results. Sean Ennis, Beginning Marketer. Connor has been invaluable to me as the co-owner of a new startup. He explains things in a clear and concise manner. He makes it really easy to follow the steps and be successful. Without his help I would still be in the social media Dark Ages. Danny Jacobson, CEO of The League.

**Online Marketing and its critical success factors** Katie Maingi, 2014-01-22. Document from the year 2012 in the subject Communications, Public Relations, Advertising, Marketing, Social Media. Language: English. Abstract: Online marketing has become a popular technique that helps organizations to reach global customers. Though most organizations are using wide range of online marketing strategies, some of them are unable to identify various factors that contribute to success of online marketing. To help organizations to identify these critical success factors, this research paper has analyzed various critical success factors to create a framework for organizations to successfully execute online marketing campaign. This paper also focused on identifying major online technique used by organizations and benefits of centralized and decentralized marketing environments. Secondary information has been the data was collected by using a questionnaire which consists of 8 questions and 3 marketing managers of selected US based organizations.

**Digital Marketing For Dummies** Ben Carter, Gregory Brooks, Frank Catalano, Bud E. Smith, 2011-01-06. Thirty million online UK customers are just a click away and Digital Marketing For Dummies shows you how to reach them. The author team of internet and marketing experts introduce you to the latest high impact tools and techniques so you can promote your business with creativity and innovation and stand out from your competitors.

**Self-Promotion Online: Marketing Your Creative Services . . .** Ilise Benun, 2000-12-12. Benun guides you through the entire process providing you with techniques for conveying personality and professionalism in your Web site with humor, creativity and substance, creating an instantly accessible online portfolio, mounting an effective E-mail campaign to keep in touch with and stay connected to your markets, extending your online reach with strategic linking using the Internet to access an unlimited and global market for work, collecting information about potential clients and identifying new ones and using your online presence to work virtually with clients and colleagues, review work in cyberspace and recruit employees.

**Internet Marketing 20 Most Common Mistakes** Rod Rosen, The new frontier for marketing is no longer traditional media of print and television, more and more people are moving online in attempts to the next new thing online. Unlike traditional marketing, the barrier to entry online are very small, start-ups often take this route as it is much more cost effective and really the new in thing. There are many different strategies that you can follow for a successful marketing campaign depending on your niche, budget and time frame, but there are some universal truths that you need to follow. Marketing is about creativity and figuring out new and exciting ways to get your message across. What we are trying to do here is help you avoid the most common and typical mistakes people make. Internet Marketing is constantly evolving but

one thing that you need to know it is marketing which mean the basic principles of marketing are the same The only difference is that the internet has provided such a different channel in which your company can express itself that sometimes people consider a whole different discipline Let Us Know What You Think Mastering Online Marketing Mitch Meyerson,Mary Scarborough,2008-01-01 Learn to avoid the 1 problem that plagues most online businesses an under performing website The rise in online shopping has led countless entrepreneurs to jump on the e commerce bandwagon but despite their big dreams and hard work most fail This book shows them how to succeed in grabbing their piece of the e commerce pie Forgoing get rich quick hype for best practices and solid marketing principles two world class online marketers offer an unbeatable 12 step system that creates a profitable and sustainable online business Hundreds of proven strategic and tactics as well as dozens of time saving web resources help you jumpstart the process The authors reveal the 10 most common e commerce mistakes and offer fail safe strategies for avoiding them Innovative automation strategies save you time and money and help you create new streams of passive income Featuring current technology including Web 2 0 innovations web conferencing podcasts blogging and more this comprehensive manual puts website owners on the road to profitability Business ,2003 *Digital Impact* Vipin Mayar,Geoff Ramsey,2011-05-18 Win online by attracting the right customers and getting the right performance measurement Digital Impact answers the critical questions marketers have about connecting with and influencing consumers online Written in an easy to read approachable format this helpful guide presents provocative content along with practical commonsense methods that can be followed by any businessperson at companies of all sizes The discussion hones in on two keys to success building a performance measurement approach that will let you get maximum impact out of your online marketing and ad dollars and creating magnetic content that attracts customers and keeps them engaged with your brand Leverage trust and build ROI in social media and mobile spaces Get actionable data best practices cases studies anecdotes practical coaching tips and strategic insights Engage customers who typically resist advertising messages Learn from authors who have extensive experience across major industries and accounts giving them a wide business appeal Whether your budget is corporate sized or on a shoestring you ll want to achieve the measurable bottom line improvements that come with having Digital Impact **Digital Marketing Essentials: Learn about Digital Marketing and How to Use It to Leverage Technology to Get More Traffic, Boost Your Website Ranking** Adam Torbert,2019-02-14 Buy the Paperback version of this book and get the eBook version included for FREE Are you interested in learning about one of the most attractive careers that are currently available to anyone If your answer is yes and it should be then keep on reading Digital marketing is the career I am referring to and it is the topic of this book Digital marketing is using the internet as a platform for doing marketing and leveraging existing technologies and services such as social media search engines email and so on in order to get more traffic to a certain website and to increase business Digital marketing allows you to scale and to actually work smart by leveraging technology since when you set up a

certain system or campaign then it will do the work for you and all you have to do afterward is to do some monitoring here and there to see if it is necessary to make adjustments in order for the results to keep coming in. It would be a very smart investment to start becoming a digital marketing expert right now since more and more companies are realizing that they have no choice but to start advertising and doing their marketing online if they want to be relevant. So for that reason you want to position yourself in order to be able to have negotiating power and leverage due to your knowledge and your preparation and an ability to catch trends early enough. The number of people who have access to the internet is rising and for a good reason it is making lives easier and opening up opportunities and for that reason it is getting more and more attention. If you want to market successfully you have to be where the attention is. In this book you can expect to learn about the essential parts of digital marketing some of which are Search Engine Optimization, Social media advertising, Analytics and tracking and measuring data in order to be able to make better decisions. And more. If you want to do digital marketing then there is no excuse not to be a part of it since you can do it as long as you have a computer and a working internet connection. If you have an internet connection and a computer that is all you need to do digital marketing as a career since all that you have to is to connect to the internet. Best of all if you have a laptop then you can work from anywhere in the world as long as you can find an internet connection that is fast enough. If you want to be a part of a career that actually allows you to have freedom and that gives you the best chance of actually having work life balance then scrolling over to the BUY button and clicking it is the right thing to do.

**A digital marketing strategy for Bank365 Group**, 2024-02-14 Seminar paper from the year 2016 in the subject Business economics Offline Marketing and Online Marketing grade 65 course Digital Marketing language English abstract The rise of digital technologies has allowed customers to take a better informed purchasing decision by comparing prices quality and reading product reviews on the web. Power today is in the consumers hands. Having gone through a shift from the age of identity the age of value and the age of experiences brands are now looking towards making business a personal experience. Bearing this in mind Bank365's website shouldn't just act as a contact card or a centralised collection of information about its products or services but rather should play a central role in a seamless digital user brand experience. Having a cycle in place of knowing what customers are looking for when they land on Bank365.com and giving that to them measuring user behaviour and aligning business KPIs turning passive browsers into valuable conversions and defending against limited visitor patience are all activities which the Bank should focus on if it expects any improved results from the digital environment. Bank365 undergoes the cycle of reaching acting converting and engaging online with customers on a daily basis. When done right this has produced results and as a matter of fact the company has been generating an average of 165 online leads per month around 2000 online requests forms filled per year since January 2015. Nevertheless the aspiration to have a better integrated digital marketing strategy can no longer be put aside. Conversion rate optimisation CRO is a free approach to digital marketing focusing on inbound traffic which if adopted will



allow for lower acquisition costs and maximisation of profits therefore more money to spend on additional acquisitions Through CRO Bank365 will get more of the right kind of customers add value to affiliations and business partners combat the limited attention span of the average website visitor and generate momentum by having an edge on its competitors The Bank's website is a constant work in progress hence there will always be room for improvement *Digital Business Strategy* Aaron Claude Willard,2020-10-31 Did you Google something today Or check your Facebook and Instagram newsfeed Did you see the funny video that went viral If you did any of these things then you're inevitably a part of the digital world and so are your customers Your brand is not about your company logo It is not about advertising alone It is not about corporate identity either Your brand is about passion belonging confidence security and action A set of unique values that define your company but your customers are not going to see all of that if you don't deliver your message effectively enough That's where your digital strategy comes into play Digital strategy or digital marketing is the promotion of products or brands via an electronic media By using digital channels and methods you can analyze your marketing campaigns to understand what is working and what isn't typically in real time A digital strategy is a form of strategic management and a business answer or response to a digital question often best addressed as part of an overall business strategy A digital strategy is often characterized by the application of new technologies to existing business activities It also focuses on the enablement of new digital capabilities to businesses A digital strategy can be formulated and implemented through a variety of different approaches which is what you're going to uncover in this guide Your strategy is going to turn your goals and vision into reality and it is imperative that you get it right All the marketing initiatives that were once carried out the traditional way now need to be transferred to the digital space because that's where the future is Digital Business Strategy is going to take an insightful look at An in-depth look at digital marketing and why your businesses needs it The job scope of a digital marketer and what's expected of them How digital marketing works for businesses The types of content you should be creating Why a proper digital strategy in place is needed for your business The budget and mistakes you need to avoid An understanding of marketing automation and why your business needs it The benefits of automation and the tools you should be investing in Successful strategies to implement Automation mistakes and how to avoid them For your business to thrive in the digital era you need to identify the opportunities and or challenges in a business where online assets can provide a solution That's why you need a sound strategy in place and that is what this guide is going to equip you with Digital Marketing for Businesses in easy steps Jon Smith,2020-04-20 Nowadays just having a website or an app is not enough Potential customers aren't going to stumble across you by accident you need to employ digital marketing tools and techniques to help them find you and keep you front of mind and have them coming back again and again Marketing your products and services online doesn't have to cost the earth Lots of digital marketing activities can be done for free or very little and are very effective You may also save costs for advertising in magazines and creating printing and distributing brochures Furthermore there are no geographical

boundaries on the internet you can target customers around the globe Digital marketing for businesses in easy steps guides you through the essential steps you need to take to set your digital strategy and get it right first time It covers all the key digital marketing channels you should consider deploying to generate a larger stronger and a more loyal customer base It covers The fundamentals of digital marketing Getting more from your website and getting your digital house in order The social network sites where your customers are most likely to be active Facebook Twitter Instagram Pinterest and LinkedIn The art of blogging to get customer loyalty How to create and launch a powerful Content Marketing Strategy How to use Search Engine Marketing to ensure customers find you and buy from you How to measure and optimize the effectiveness of your digital marketing Whether you are new to digital marketing or want to rethink your strategies this book is for you

Digital marketing is now essential for businesses don't miss the trick

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Digital Marketing MBA David J Bradley Mba, 2019-08-22 Best selling marketing author David Bradley shares a new way of thinking about digital to make meaningful decisions drawn from experiences in his work with clients ranging from startups to nine figure organizations In his 2015 best seller Getting Digital Marketing Right David offered a process to follow to develop a digital marketing strategy In Digital Marketing MBA David continues that journey of helping everyone to understand how to use digital by offering a unique take on the topic This approach is one of how to think like a digital executive whether you are a marketing veteran digital expert recent college grad corporate CEO or a small business owner How you frame digital in your mind greatly changes how you use digital in your business That's what this book teaches In this practical applicable book David digs into every aspect of approaching your marketing with a digital angle covering what you need to consider with your online presence your use of social media and other channels and most importantly how you will implement and execute your plans With both theory and practical tactics offered you can follow along actively or use the book as an ongoing reference as new situations arise in your business The book is designed to be evergreen so as the digital world social media and technology change the principles learned in the book remain

Digital Marketing MBA is a modern guide to developing a marketing mind for today's digital landscape With Guiding Principles presented throughout the book you can quickly review and reflect on specific elements of the book to make your marketing philosophies concrete in your mind

**How To Rocket Grow Your Business** Alfonzo Balser, 2021-05-07 As the owner of a plumbing or HVAC company it can be a challenge to keep your phones ringing and your technicians busy If you're like many home service contractors you have probably sought help from an internet marketing provider that made a lot of promises but delivered mediocre results at best This book is a breakthrough book written specifically for Plumbing HVAC Business owners looking to increase their sales and grow their business by getting their internet marketing right This book is written based on

real work case studies of Plumbing HVAC Companies across the United States Canada that have been able to double triple in one case even 10 X their sales by following the blueprint laid out in this book

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