The Smart Insights RACE Planning System for Digital Marketing BRANDEL CONTEN

Search engines, social networks.

Publishers and blogs

Your web site, blog.

community and

interactive tools

E-commerce process.

product, price

and promotion

Customer

Advocacy

PUTOMATE

PLAN

REACH

ACT

CONVERT

ENGAGE

Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions

BLIVER STACE: EXPLORATION

Publish and promote your content, allow sharing to other outposts, networks and influencers. Draw people to your content hub...

Key Measures:

- Unique visitors Value per visit.
- Fans/Followers

BUYER STAGE: DECISION MAKING

Be worth finding via clear customer journeys and a content hub that is relevant. inspirational, useful and creates leads.

Key Measures:

- Leads/Lead conversion rate
- Time on site
- Shares/comments/. Lilkow's:

BUYER STAGE PURCHASE

Captilalise on marketing investment using CRO, marketing automation and remarketing to ensure contextual relevance drives conversion.

Key Measures:

- Sales (on and) offline-influence).
- Revenue/Profit
- Average Order Value

BUYER STAGE ADVOCACY

Thrilled customers are key to social media marketing, social proof, repeat sales and referral. Start your marketing becel.

Key Measures:

- Repeat Purchase (Lifetime Value)
- Satisfaction and Loyality.
- Advoca cv.

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Digital Marketing Strategy Guide Smart Insights

G Psacharopoulos

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Business and E Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world In this seventh edition of the book Chaffey Hemphill and Edmundson Bird bring together the most recent academic and practitioner thinking covering all aspects of digital business including strategy digital comms Advanced Digital Marketing Strategies in a Data-Driven Era Saura, Jose Ramon, 2021-06-25 In and transformation the last decade the use of data sciences in the digital marketing environment has increased Digital marketing has transformed how companies communicate with their customers around the world The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users Digital marketing new business models data driven approaches online advertising campaigns and other digital strategies have gathered user opinions and comments through this new online channel In this way companies are beginning to see the digital ecosystem as not only the present but also the future However despite these advances relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce Advanced Digital Marketing Strategies in a Data Driven Era contains high quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies The book analyzes how companies are adopting these new data driven methods and how these strategies influence digital marketing Discussing topics such as digital strategies social media marketing big data marketing analytics and data sciences this book is essential for marketers digital marketers advertisers brand managers managers executives social media analysts IT specialists data scientists students researchers and academicians in the field Marketing Plans Malcolm McDonald, Hugh Wilson, Dave Chaffey, 2024-03-18 The latest edition of the leading and internationally bestselling text on marketing planning In the newly revised ninth edition of Marketing Plans a team of renowned marketing strategists and professors delivers a fully updated version of the gold standard in marketing planning textbooks. The book contains a proven start to finish approach to planning your firm's marketing and is complemented by brand new content on digital marketing and sustainable marketing The authors have also included best practice guidance on omnichannel management integrated marketing communications key account management and customer experience management The book provides A best practice step by step process for coordinating marketing strategy and planning Methods to create powerful differentiated value propositions Tools to prioritise marketing efforts on segments and strategies that will deliver the greatest returns in growth and profits Lessons from the leaders on how to embed world class marketing within the organisation Perfect for students and executives alike in marketing sales strategy and general management Marketing Plans 9th edition remains the world's leading resource on the critical topic of marketing strategy and planning Emarketing Excellence Dave Chaffey, Paul Russell Smith, 2013 Built around the CIM e Marketing Award this book addresses an important area of

marketing The core of the book is an established but flexible marketing model that makes sense of the issues that online and Understanding Digital Marketing Damian Ryan, 2020-11-03 Gain essential interactive techniques can create grounding in SEO email marketing social media content marketing performance marketing and much more with this practical and essential guide to digital marketing The world of digital media is constantly changing as technologies continue to transform the way we interact and communicate on a global scale In this climate Understanding Digital Marketing provides a practical no nonsense guide to digital marketing from strategy and digital transformation to best practice basics and trends packed with clear and informative case studies and examples This fifth edition of the bestselling Understanding Digital Marketing is fully updated to reflect the latest global developments in the industry including martech consumer data and privacy considerations influencer marketing and voice marketing Complete with first hand accounts of what success in digital marketing looks like this book is an essential resource for practitioners and students alike It is now required reading for more than 100 universities and colleges and has received endorsements from Harvard University Hult Business School and the Chartered Institute of Marketing Principles of Marketology, Volume 1 H. Aghazadeh, 2016-04-29 In Principles of Marketology Volume 1 Theory Aghazadeh explores the definition origins and framework of a new methodology for helping organizations better understand their market and competition Building Capacity for Health Informatics in the Future John A. Bartle-Clar, Gerry Bliss, Elizabeth M. Borycki, Karen L. Courtney, Alex Mu-Hsing Kuo, 2017-03-15 Health information technologies are revolutionizing and streamlining healthcare and uptake continues to rise dramatically If these technologies are to be effectively implemented capacity must be built at a regional national and global level and the support and involvement of both government and industry will be vital This book presents the proceedings of the 2017 Information Technology and Communications in Health conference ITCH 2017 held in Victoria BC Canada in February 2017 The conference considers from a variety of perspectives what is required to move the technology forward to real sustained and widespread use and the solutions examined range from improvements in usability and training to the need for new and improved design of information systems user interfaces and interoperable solutions Government policies mandates initiatives and the need for regulation are also explored as is the requirement for improved interaction between industrial governmental and academic partners With its focus on building the next generation of health informatics and the capacity required to deliver better healthcare worldwide this book will be of interest to all those involved in the provision of healthcare

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