### **Fundamentals Of Digital Marketing**

### Er. Tarini Prasad Ray

Fundamentals Of Digital Marketing, 2e Bhatia, Staying true to its former, Fundamentals of Digital Marketing, second edition, is an honest attempt to capture and showcase the evolving Indian landscape of digital marketing to an audience that had for long viewed this academic field from an external (non-Indian) lens or through the eyes of online training modules without delving into the building blocks that constitute this multi-disciplinary area of study. This text will be of great interest to students, professors, readers, and entrepreneurs as it brings forth a pedagogical, framework-driven approach mostly lacking across academic and corporate circuits. Features: • Inclusion of Practical Exercises across digital marketing assessment and strategy phases including consumer analysis, market trend assessment, and competitive research • Implementation exercises on developing owned media and earned presence along with executing paid promotions • Project brief towards understanding and implementing multiple marketing analytics techniques deployed across the digital marketing landscape • Introduction of a new section on Google Analytics (GA) to help upcoming marketers gain a view of why GA is one of the most preferred analytics tools for marketers to understand website actions, engage better with visitors and analyze campaign data • Inclusion of digital marketing trends (that gained prominence in 2018) including voice marketing, micro-influencers, GDPR, growth hacking and conversion rate optimization Table of Contents: UNIT I: BASICS OF DIGITAL MARKETING Chapter 1: Introduction to Digital Marketing Chapter 2: Digital Marketing Models Creation Chapter 3: The Consumer for Digital Marketing UNIT II: DIGITAL MARKETING STRATEGY DEVELOPMENT Chapter 4: Digital Marketing Assessment Phase Chapter 5: Digital Marketing Strategy Definition UNIT III: DIGITAL MARKETING PLANNING AND SETUP Chapter 6: Digital Marketing Communications and Channel Mix Chapter 7: Digital Marketing Operations Set-up UNIT IV: DIGITAL MARKETING EXECUTION Chapter 8: Digital Marketing Campaign Management Chapter 9: Digital Marketing Execution Elements UNIT V: DIGITAL BUSINESS - PRESENT AND FUTURE Chapter 10: Digital Marketing-Landscape and Emerging Areas Chapter 11: A Career in Digital Marketing

**Digital Marketing Fundamentals** Marjolein Visser, Mike Berry, 2025-02-04 Digital Marketing Fundamentals covers the entire marketing process. The academic theory behind Digital Marketing as well as techniques and media are discussed. Digital Marketing Fundamentals is easy-to-read and contains many international examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. In this book, all relevant aspects of

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Fundamentals of Digital Marketing Puneet Bhatia, 2017 Fundamentals of Digital Marketing is a comprehensive textbook that cracks the digital marketing 'code' with a view to reaching, engaging, and serving the ever-changing consumer. The book presents multiple industry-relevant frameworks for successful digital marketing and caters to the need of not only management students but also media professionals, marketing managers, brand marketers, budding entrepreneurs and even individuals seeking to create a personal brand online and understand the basics of digital marketing concepts, tools, and techniques from grounds-up.

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The Fundamentals of Digital Marketing Er. Tarini Prasad Ray, 2023-05-01 The author of the book Fundamentals of Digital Marketing in the 1st edition is an expert in the field of Digital Marketing. He has extensive experience working in the industry, and has honed their knowledge and skills over many years. This book is an essential resource for anyone who wants to learn about the basics of Digital Marketing and how to use it effectively to grow their business. The author begins the book by introducing readers to the concept of digital marketing, explaining what it is and how it has evolved over time. He discuss the various channels and platforms that businesses can use to reach their target audience, including search engine optimization (SEO), social media marketing, email marketing, and more. He also cover the basics of Google Analytics, as well as the importance of creating high-quality content that resonates with your target audience. Throughout the book, the author provides practical tips and advice for implementing a successful digital marketing strategy. The author covers topics such as identifying your target audience, developing a strong brand identity, creating effective content, and measuring the success of your campaigns. The author also mention the importance of staying up-to-date with the latest trends and technologies in the digital marketing landscape, and provide resources for continuing education and professional development. In addition to his expertise in digital marketing, the author is also an engaging and skilled writer. Overall, the author of Fundamentals of Digital Marketing is a highly knowledgeable and experienced expert in the field of digital marketing. This book is an essential resource for anyone who wants to learn about the basics of digital marketing and how to use it effectively to grow their business. With clear and concise writing, practical tips, and real-world examples, this book is a must-read for anyone who wants to stay ahead of the curve in the fast-paced world

#### Fundamentals of Digital Marketing ,2022

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Digital Marketing Fundamentals (Student Edition) Adam Wilkins, Shawn Moore, Rebecca Saloustros, 2016-02-19 Digital marketing has become the primary channel for businesses large and small to communicate with prospective customers. Digital Marketing Fundamentals lays the groundwork for students to understand how online and offline marketing methods work together to deliver results. Students will learn the terms and concepts used in the industry and how they are applied in practical terms

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establishing a digital presence of their startups to jet fuel their business growth. He brings in real-life examples and insights gained from executing digital marketing strategies for start-ups and small businesses. This book is perfect for start-up entrepreneurs, founders, marketers, and small business owners who are unaware of digital marketing concepts and how to use digital marketing for their advantage. It will give them practical tips on applying digital marketing to increase their brand awareness and sales-a concise book that can be completed quickly. The text serves as a reference guide for start-up entrepreneurs, to which they can always come back to while setting up and executing their digital marketing strategy.

**Digital Marketing Fundamentals (Teachers Edition)** Adam Wilkins, Shawn Moore, 2015-01-01 The first of a series of books from Mujo Learning Systems, Digital Marketing Fundamentals will start to remove the mystery surrounding digital marketing strategies. Regardless if you are a student looking to become a marketing expert or a business owner looking to understand how to use social media to promote your business, this book will provide a foundation of marketing knowledge that the reader can build upon to promote themselves and their business.

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