



# Digital Marketing Strategy: An Integrated Approach to Online Marketing

By Simon Kingsnorth

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The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success. *Digital Marketing Strategy* covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy. It contains analysis of the essential techniques and platforms of digital marketing including social media, content marketing, SEO, user experience, personalization, display advertising and CRM, as well as the broader aspects of implementation including planning, integration with overall company aims and presenting to decision makers.

**Simon Kingsnorth** brings digital marketing strategy to life through best practice case studies, illustrations, checklists and summaries, to give you insightful and practical guidance. Rather than presenting a restrictive 'one size fits all' model, this book gives you the tools to tailor-make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success. *Digital Marketing Strategy* is also supported by a wealth of online resources, including budget and strategy templates, lecture slides and a bonus chapter.

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## Digital Marketing Strategy: An Integrated Approach to Online Marketing By Simon Kingsnorth Bibliography

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### Editorial Review

#### Review

"An excellent all-in-one primer for today's digital entrepreneur."

(Jonathan Gabay *Brand Psychologist*)

"Combines a detailed knowledge of digital channel management with classic marketing theory. The result is essential reading for digital marketing practitioners at all levels."

(Emma Wilson *CEO, Harvest Digital*)

"It's all here. An invaluable one-stop guide to navigating the discipline of digital marketing – great for newcomers and an excellent reference for the more experienced."

(Simon Fenn *Co-founder, Pancentric Digital*)

"Rather than presenting a "one size fits all" model, Kingsnorth brings various strategies to life through case studies, charts, illustrations, and checklists. *Digital Marketing Strategy* covers what digital marketing is, how to budget and forecast, acquisition, personalization, customer service, user experience, content strategy, how to analyze and perform social measurements, and how to structure and present a digital marketing plan in order to win support and funding. ...[V]ery highly recommended as a core addition to community and library Business Marketing instructional reference collections and supplemental studies reading lists."

(Midwest Book Review *Wisconsin Bookwatch, The Business Shelf*)

"Simon Kingsnorth has produced a book of compelling quality. So many marketers are inclined to run headlong at digital marketing with a limited amount of knowledge. Fingers get burnt and reputations can be lost forever. Here Simon and his contributors have set out some brilliant guidelines for marketers of all levels which will empower them to succeed."

(Damian Ryan, The Global Academy of Digital Marketing *author of Understanding Digital Marketing and Understanding Social Media*)

#### About the Author

**Simon Kingsnorth** is the Global Head of Digital Marketing at Citi Private Bank. His research interests include paid search, SEO, social media, affiliate and email marketing, CRM, and website design and development.

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**James Bourner**, Digital Advertising Expert, Jellyfish

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#### **John Lambeth:**

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