

# Digital Marketing Excellence

## Planning, Optimizing and Integrating Online Marketing

**Fifth Edition**

Dave Chaffey and PR Smith

# Contents

List of figures	xi
List of tables	xvii
Preface to the fifth edition	xix
Acknowledgements	xxix
<b>Chapter 1 Introduction to digital marketing</b>	<b>1</b>
1.1 Introduction	2
1.2 Situation – the connected world	4
1.3 Situation – B2C, B2B, C2B and C2C	9
1.4 Situation – digital marketing definitions	13
1.5 Situation – sloppy digital marketing	21
1.6 Objectives	23
1.7 Objective – sell – using the Internet as a sales tool	26
1.8 Objective – serve – using the Internet as a customer-service tool	30
1.9 Objective – speak – using the Internet as a communications tool	34
1.10 Objective – save – using the Internet for cost reduction	39
1.11 Objective – sizzle – using the Internet as a brand-building tool	41
1.12 Introduction to digital marketing strategy objectives	42
1.13 Tactics, action and control	44
<b>Chapter 2 Remix</b>	<b>50</b>
2.1 Introduction to remix	52
2.2 What is the marketing mix?	54
2.3 Beyond the mix	58
2.4 The mix is morphing	59
2.5 Product	64
2.6 Price	71
2.7 Place	75
2.8 Promotion	81
2.9 People	89

2.10 Physical evidence	92
2.11 Process	94
2.12 An extra 'P' – partnerships	97
<b>Chapter 3 Digital models</b>	<b>103</b>
3.1 Introduction to digital models	104
3.2 Online revenue models	106
3.3 Intermediary models	110
3.4 Attribution models	115
3.5 Communications models	123
3.6 Customer information processing models	128
3.7 Customer buying process models	130
3.8 Loyalty models	136
3.9 Social media models	139
3.10 Social business models and the Ladder of Engagement	143
<b>Chapter 4 Digital customers</b>	<b>159</b>
4.1 Introduction to digital customers	161
4.2 Motivations	170
4.3 Expectations	177
4.4 Fears and phobias	182
4.5 Online information processing	185
4.6 The online buying process	192
4.7 Online relationships and loyalty	197
4.8 Communities and social networks	201
4.9 Customer profiles	204
4.10 Researching the online customer	208
4.11 The post-literate customer	215
<b>Chapter 5 Social media marketing</b>	<b>223</b>
5.1 What is social media marketing and why is it important?	224
5.2 Benchmarking and setting goals for social media marketing	232
5.3 Create strategy and plan to manage social media	237
5.4 Social listening and online reputation management	247
5.5 Develop the content marketing and engagement strategy for your brand	253
5.6 Define social media communications strategy	256
5.7 Define approaches for the core social media platforms	274
5.8 Social media optimization (SMO)	283
<b>Chapter 6 Designing digital experiences</b>	<b>293</b>
6.1 Introduction to site design	295
6.2 Integrated design	308

6.3	Online value proposition	313
6.4	Customer orientation	318
6.5	Dynamic design and personalization	321
6.6	Aesthetics	324
6.7	Page design	333
6.8	Content strategy and copywriting	338
6.9	Navigation and structure	341
6.10	Interaction	345
6.11	Mobile site design	349
<b>Chapter 7 Traffic building</b>		<b>361</b>
7.1	Introduction to traffic building	363
7.2	Search engine marketing: SEO	368
7.3	Paid or Pay Per Click search marketing	384
7.4	Banner advertising	394
7.5	Native advertising	408
7.6	Online PR	409
7.7	Online partnerships	417
7.8	Opt-in email	425
7.9	Viral marketing	428
7.10	Offline traffic building	430
<b>Chapter 8 Customer lifecycle communications and CRM</b>		<b>441</b>
8.1	Introduction to e-CRM	443
8.2	Relationship to customer lifecycle marketing	447
8.3	Database marketing and marketing automation	459
8.4	Using marketing technology to support CRM	469
8.5	Profiling	475
8.6	Personalization	480
8.7	Email marketing	484
8.8	Control issues	488
8.9	Cleaning the database	490
8.10	Making it happen	493
<b>Chapter 9 Managing digital marketing</b>		<b>502</b>
9.1	Introduction	504
9.2	Transformation to digital business	505
9.3	Creating the social business through implementing social CRM	510
9.4	The endless journey – reviewing digital marketing capabilities	515
9.5	Budgeting for digital marketing	516
9.6	Making the business case for digital marketing investment	520
9.7	Selecting the right suppliers for digital marketing	527

x CONTENTS

9.8	Change management for digital transformation	530
9.9	Measuring and optimization digital marketing with digital analytics	535
9.10	Automation	540
9.11	Implementing new systems	543
9.12	Managing data quality	548
9.13	Digital business security	549
<b>Chapter 10 Digital marketing plan</b>		<b>555</b>
10.1	Introduction to digital marketing planning	557
10.2	Situational analysis	562
10.3	Objectives	574
10.4	Strategy	581
10.5	Tactics	590
10.6	Actions	597
10.7	Control	601
10.8	The 3Ms resources: Men, Money and Minutes	610
Appendix: Huawei smartphones – digital promotional plan for the Irish market		615
Glossary		627
Index		649