

Digital Marketing

A Practical Approach

Third Edition

Alan Charlesworth

Contents

List of figures	x
List of tables	xii
Acknowledgements	xiii
Preface	xiv
PART I	
Marketing in the digital world	1
Chapter 1 The digital environment: doing business in a connected world	3
1.1 Introduction	3
1.2 Digital transformation	4
1.3 Programmatic marketing	9
1.4 Artificial intelligence	9
1.5 Virtual and augmented reality	11
Chapter 2 Digital customers	14
2.1 Introduction	14
2.2 Online buying behaviour	15
2.3 Privacy	21
Chapter 3 Marketing goes digital	26
3.1 Introduction	27
3.2 Digital isn't the only option	27
3.3 Non-marketing digital marketers	29
3.4 Personalization	32
3.5 Viral marketing	36
3.6 Paid, earned, owned	39
3.7 Content marketing	40
3.8 Influencers	42

viii CONTENTS

3.9	Affiliate marketing	44
3.10	Attribution	46
3.11	Public relations and reputation management	48
3.12	Integrated marketing communications	49
3.13	Gaming	50
3.14	Legal considerations	51
3.15	Strategic digital marketing	53
3.16	Digital marketing objectives	54

PART II

Operational digital marketing 61

Chapter 4 Search engine optimization 63

4.1	Introduction	63
4.2	How search engines work	69
4.3	Keyword selection	73
4.4	On-site optimization	80
4.5	Off-site optimization	85
4.6	Strategic search engine optimization	92
4.7	Third-party search engine ranking	95

Chapter 5 Website development 99

5.1	Introduction	100
5.2	Web presence ownership, management and development	103
5.3	Usability	114
5.4	The basics	126
5.5	Content development	136
5.6	The B2B website	153
5.7	The global web presence	157

Chapter 6 E-commerce 163

6.1	Introduction	163
6.2	Multi-channel retailing	168
6.3	Fulfilment	170
6.4	Comparison shopping engines, e-marketplaces and third-party shopping websites	177
6.5	The e-commerce website	183

Chapter 7 Advertising online 197

7.1	Introduction	197
7.2	Programmatic advertising	199

7.3 Objectives and management	210
7.4 Online ad formats	213
7.5 Search advertising	219
7.6 Network advertising	227
7.7 Landing pages	233
Chapter 8 Email marketing	238
8.1 Introduction	238
8.2 Email as a medium for direct marketing	238
8.3 Email as a medium for marketing messages	248
8.4 Email newsletters	255
Chapter 9 Marketing on social media	258
9.1 Introduction	258
9.2 Blogging	271
9.3 Consumer reviews and ratings	273
9.4 Social networking	279
9.5 Social sharing	283
9.6 Social media service and support	288
9.7 Strategic marketing on social media	291
9.8 Measure and monitor	295
Chapter 10 Metrics and analytics	301
10.1 Introduction	301
10.2 How analytics are presented and used	307
Index	322