

# eMarketing

The essential guide to marketing  
in a digital world

**5<sup>th</sup> Edition**

I am immensely proud to present the 5th Edition of the Quirk marketing textbook. It is now 6 years since we began work on the first edition, and it's quite amazing to see how much it has grown. Not only in line with the changes in our industry, but also through very important input from our passionate and kind community of learners and educators.

The evolution of the discipline of marketing is best represented by the change in the subtitle of our book. When we started, this book was called eMarketing: the essential guide to digital marketing. Today as you will see, we have adjusted this to eMarketing: the essential guide to marketing in a digital world. This change has been an easy and natural one. It underlines an important shift in the way we think about and engage with digital. Digital is not a channel in the same way that a marketer might view television or radio as a channel. Instead digital is a way of life. It is the experiential glue which binds previously separated media together. Because of this, digital enables a cohesive brand experience that wasn't previously on offer. In fact, it's highly likely that within the next edition or two, we will need to acknowledge this shift in the role of digital by ditching the "e" in eMarketing. At best it is quickly becoming passé, at worst it will become completely redundant.

At Quirk, we no longer see ourselves as a digital marketing agency, but rather as a marketing agency born digital. We still consider ourselves to be experts in the digital realm and as digital natives we still have bits and bytes coursing through our veins. However it is because of our understanding of brands and how to build them in a digital world that our clients are turning to us for far more than just a website or some SEO. Today we find ourselves as lead agency on a number of prestigious brands. These brands see that their customers are living in a digital world and therefore trust a partner like Quirk to lead them in that world.

Our textbook is now used in almost 1000 academic institutions globally. This is largely due to brave and forward thinking educators to whom we owe a huge debt of gratitude. They have walked a journey with us, embraced a book published by an agency (a fact which hasn't gained easy acceptance by the very traditional academic community), and have provided us with tremendous encouragement and invaluable feedback to ensure that this book keeps pace not only with a fast moving industry, but with their evolving needs as well.

We believe in education. Educated people make better decisions and have more potential for an improved life. We also believe that particularly for tertiary education to have an effective future a partnership between the private and academic sectors is vital. It ensures the very best education is as accessible as it can be to as many people as possible. By making our textbook available for free online we hope to propel this dream forward. In fact, less than 10% of the many institutions who use our book actually pay for it and we are thrilled by this. At Quirk we want to make a dent in the world and this is an important part of us achieving that.

Another important change for this edition has been the appointment of our academic partner, Red & Yellow, who have helped us improve the pedagogy and academic rigour of the textbook. Founded twenty years ago in 1994, Red & Yellow is one of South Africa's leading marketing colleges. Last year Quirk Education merged with Red & Yellow to form an academic institution which we believe will serve its students very well into the future. This new entity combines Red & Yellow's tremendous experience in marketing's academic space with Quirk's digital skills and online training expertise. Relevant and practical content can thus be delivered through the methodology best suited for the student – online, contact or a hybrid of both. In order to effectively join forces, we must see the end of the Quirk Education brand. This is slightly sad for me, but is part of an important evolution and I am immensely excited about the high quality of students Red & Yellow is already producing at this early stage of their combined adventure. The future holds great promise indeed.

From a content perspective, this book is a real step up from the previous edition. As with the 4th Edition, we've maintained Quirk's **Think, Create, Engage** and **Optimise** structure. We have, however, worked much harder to acknowledge the useful links between disciplines throughout the book. The lines between disciplines in the media landscape can be blurry, but we find the TCEO structure gives us an effective way of tackling the big picture explanation for comprehension. This foundation then enables us to focus on the nuance where the rubber hits the road.

Apart from a general update of facts, stats and case studies, we've made a few other important changes. Firstly the Think section has been expanded, with a much improved market research chapter and the addition of content strategy chapter as well. The section is better equipped as a platform for approaching the rest of the book and the marketing process in general. In the Create section we've added a chapter on User experience design and in the Engage section the Video Marketing and Mobile chapters have been greatly expanded to reflect their growing importance in the marketing landscape.

The last update is a valuable one for readers of the printed edition. Because the book is available for free download we wanted to give you extra reason to part with your hard earned cash when buying a printed copy. To achieve this, we've partnered with many great vendors to provide a wide array of useful vouchers that will help you get started with what you learn from this book.

I started Quirk almost 15 years ago. Whilst we've grown successfully as a business over that time this textbook remains my proudest achievement even though I didn't write it. I may have had the original idea, but it's a team effort and I wouldn't want to take that away from the people who have worked so hard to make it a reality. Putting each edition together takes a huge amount of work by many people. My name is on the front purely because someone's name has to be on the front. Thankfully the font gets smaller and smaller every year.

In particular I want to recognise Kat Scholtz who has overseen the production of this 5th Edition. I have worked with Kat for over 5 years now and you just couldn't find a better qualified person to lead such an effort. I mean this both from a skills and experience perspective as well as the deep passion and excitement Kat has for producing a great resource which we know will help many hundreds of thousands of people. Kat has also surrounded herself with a phenomenal knowledge team whose job it has been to synthesize the knowledge of our agency into an easy to use guide which is accessible to all. To Kat and her team, from the bottom of my heart I thank you so very much for your incredibly hard work in making this dream a reality. You deserve all the credit for this fantastic book.

I'm proud of the book because it genuinely is good and it is genuinely free. To have brought Quirk to a place where it can afford to make this contribution to our industry and community is an incredible feeling.

We hope you enjoy our book and remember, the most important thing any human can do is teach, even if you're not a teacher. Share your knowledge and make the world a better place.

Onwards and upwards!

**Rob**

## Some thoughts on Marketing from Seth Godin.

I don't think you'll learn much from this textbook. It's nothing specific--I actually don't think you can learn how to market from any textbook. As marketing textbooks go, this is a very good one, but still, it's not going to work.

It's not going to work because marketing is about nuance, experience, experimentation and passion. And I don't have a clue how you could start from scratch and learn that from a textbook, no matter how good.

So, what to do?

The first thing you should do is obsess about the terms in this book. Vocabulary is the first step to understanding, and if you don't know what something means, figure it out. Don't turn the page until you do.

Second, get out of the book. Go online. Go market.

There are very few endeavors that are as open to newcomers, as cheap and as easy to play with. You can't learn marketing without doing marketing. Go find a charity or a cause or a business you believe in and start marketing. Build pages. Run ads. Write a blog. Engage. Experiment.

If you don't learn marketing from this process (the book for vocabulary, the web for practicing) then you have no one to blame but yourself. You've already made the first step, don't blow it now.

We need you. Market what matters.

*Seth Godin*

*Author*

*Purple Cow, Permission Marketing and Linchpin*

## Reviews for eMarketing:

### The essential guide to marketing in a digital world

#### Fifth Edition

Most people are looking for definitive answers in the digital space and you will find there are not many. It is all about an approach and finding the solution that best suits your company, strategy and organisational needs. The insights and approach provide a well structured guide to the channels and approaches that you will need to consider as you navigate the digital highway. A great companion to help you in your journey.

*Richard Mullins, Managing Director MEA, Acceleration*

For a comprehensive source of digital marketing information, the eMarketing textbook provides an insightful guide to the digital world with this ever changing and dynamic environment. Having had invaluable input from the top minds in the SA digital industry, the publication renders credible content which can be put to task in the real time digital industry.

*Nic van den Bergh, Founder & Director of Macula*

#### Reviews for previous editions

I found eMarketing: The essential guide to digital marketing to be an excellent guide on digital marketing. The book covers all the essentials that someone would need on digital marketing. Rob Stokes and the Minds of Quirk provide an excellent approach with their think, create, engage, and optimize framework. This framework allows the reader to think carefully about their overall strategy, the web assets that they need to create, and how to effectively engage with their audience through multiple digital vehicles. Additionally, Rob Stokes and team provide a great overview on how to measure and optimize one's activities in digital via web analytics and conversion optimization. This book provided me with a solid background on all aspects of digital marketing. It allowed me to build and accelerate on my foundation in digital marketing. I still use the book as a handy guide, especially for its glossary of terms. This book is a great one stop place for everything important to know about digital marketing.

*Phillip Leacock, Digital Marketing Director, Sears Home Services*

*eMarketing* is comprehensive and a 'must have' for anyone wanting to gain a more thorough understand of digital marketing. It's 'required reading' for people working in the digital space, and 'recommended' for those involved in advertising, PR, social media and other areas that are 'touched' by digital. Having this book on your desk as a reference tool will keep you ahead of the game.

I have found myself dipping in and out of it over the past few months, reaching for it when I needed more information on a particular area of digital marketing, or clarification of a technical term or phrase.

*Trevor Young, Director of strategy and innovation, Edelman Australia*

If you aren't a marketer, this is a must have book; if you know a marketer, do him or her a favour and get it for them; if you are just interested in eMarketing and want to expand your general business knowledge, buy two copies – someone will want to borrow them from you.

*Jaco Meiring, Digital – Investec*

Quirk's eMarketing handbook covers all the most important concepts which are necessary for eMarketing excellence today. I would highly recommend it as both a study guide and a practitioner's reference manual. Congratulations to the QuirkStars on all the thought, research and work that has obviously gone into this.

*Dave Duarte, founder and director of Nomadic Marketing,  
UCT Graduate School of Business*

I found Quirk's eMarketing textbook for my New Media Marketing class while searching for a low cost alternative to keep textbook costs down for my students ... I found Quirk's eMarketing textbook to be very well written, concise and to the point regarding what people should know about internet marketing, as well as being fairly comprehensive in the topics covered.

*Karl Kasca Instructor at UCLA Extension*

The Cape Town Open Education Declaration is the product of a meeting in the Cape Town of a coalition of educators, foundations, and Internet pioneers in September 2007. The meeting was organised by the Open Society Institute and the Shuttleworth Foundation. Linux entrepreneur Mark Shuttleworth said, "Open sourcing education doesn't just make learning more accessible, it makes it more collaborative, flexible and locally relevant." The Declaration's principles of openness in education and knowledge sharing resonate strongly with us.

To show our commitment to the Open Education Declaration, all of the contents of the textbook are freely available online, as are supporting materials for lecturers and for students. We know how quickly things change when it comes to the Internet, so we are committed to regularly updating this resource. A free download of the textbook and further materials and resources are available at [www.redandyellow.co.za/textbooks/digital](http://www.redandyellow.co.za/textbooks/digital).

For more information on the Open Education Declaration, and to add to your name to the list of individuals committed to this cause, you can go to [www.capetowndeclaration.org](http://www.capetowndeclaration.org).

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