

# Summary Digital Marketing Essentials

## Chapter 1: Digital Marketing & Culture

Changed world:

Before internet:

1. Buy by availability and recommendation
2. Rely on information from ads
3. Buy a recommended product

After internet:

1. All information found on internet
2. Ask friends through social media
3. Less important purchases influenced through traditional marketing or POS (point of sale)

The new normal:

- Constantly connected
- New singularity: consumer's life information stored on one portable device
- All information freely available
- Personalization continuously grows

Top of mind: first thing you think of

Digital culture: how technology & internet shape the way we interact as humans. How we behave, think & communicate within society.

Digital transformation: a changed view of customer experience, business models and processes.

Goal: find new ways to digitally deliver value, generate revenue and improve efficiency

Digitization: analog info & docs → digital

Digitalization: integrating digital tech into existing business processes.

Digital marketing: connecting with customers through technology (email, geolocation, mobile marketing, social media,...)

→ Having conversations with customers instead of just talking to them

ADVANTAGES:

- Time-sensitivity
- Cost-effectivity

# Marketing Essentials Chapter Summaries

**Jim Blythe**



## **Marketing Essentials Chapter Summaries:**

*CIM 1 Marketing Essentials 2012* BPP Learning Media, 2012-06 A core text book for the CIM Qualification *Marketing Essentials* Jim Blythe, 2010 This textbook is a useful companion for the CIM professional marketing qualification Now in full colour and a new student friendly format key information is easy to locate on each page Each chapter is packed full of case studies study tips and activities to test your learning and understanding as you go along [CIM Coursebook Marketing Essentials](#) Jim Blythe, 2012-08-06 Butterworth Heinemann s CIM Coursebooks have been designed to match the syllabus and learning outcomes of our new qualifications and should be useful aids in helping students understand the complexities of marketing The discussion and practical application of theories and concepts with relevant examples and case studies should help readers make immediate use of their knowledge and skills gained from the qualifications Professor Keith Fletcher Director of Education The Chartered Institute of Marketing Here in Dubai we have used the Butterworth Heinemann Coursebooks in their various forms since the very beginning and have found them most useful as a source of recommended reading material as well as examination preparation Alun Epps CIM Centre Co ordinator Dubai University College United Arab Emirates Butterworth Heinemann s official CIM Coursebooks are the definitive companions to the CIM professional marketing qualifications The only study materials to be endorsed by The Chartered Institute of Marketing CIM all content is carefully structured to match the syllabus and is written in collaboration with the CIM faculty Now in full colour and a new student friendly format key information is easy to locate on each page Each chapter is packed full of case studies study tips and activities to test your learning and understanding as you go along The coursebooks are the only study guide reviewed and approved by CIM The Chartered Institute of Marketing Each book is crammed with a range of learning objectives cases questions activities definitions study tips and summaries to support and test your understanding of the theory Past examination papers and examiners reports are available online to enable you to practise what has been learned and help prepare for the exam and pass first time Extensive online materials support students and tutors at every stage Based on an understanding of student and tutor needs gained in extensive research brand new online materials have been designed specifically for CIM students and created exclusively for Butterworth Heinemann Check out exam dates on the Online Calendar see syllabus links for each course and access extra mini case studies to cement your understanding Explore [marketingonline.co.uk](http://marketingonline.co.uk) and access online versions of the coursebooks and further reading from Elsevier and Butterworth Heinemann INTERACTIVE FLEXIBLE ACCESSIBLE ANY TIME ANY PLACE [www.marketingonline.co.uk](http://www.marketingonline.co.uk) [CIM Coursebook 08/09 Marketing Essentials](#) Jim Blythe, 2012-05-16 Butterworth Heinemann s CIM Coursebooks have been designed to match the syllabus and learning outcomes of our new qualifications and should be useful aids in helping students understand the complexities of marketing The discussion and practical application of theories and concepts with relevant examples and case studies should help readers make immediate use of their knowledge and skills gained from the qualifications Professor Keith

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