

# 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

**Gillian Somers, Julie Cain, Megan Jeffery**



## **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

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*Social Media Marketing Essentials You Always Wanted To Know* Vibrant Publishers, Dr. Kavita Kamath, 2024-01-27

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Essential VCE Business Management Units 1 & 2 Third edition provides complete coverage of the current VCE study design 2010-2014 This new edition offers students fully updated topical case studies and articles that demonstrate how theory works in contemporary business practices With lots of activities designed to initiate and challenge students and to support different learning styles this full colour text will develop the knowledge skills and confidence needed for VCE success Other features include Student friendly language Theory made simply through visual representation Key knowledge and skills table that maps out what students need to know ICT activities that genuinely enhance student research skills Comprehensive end of chapter materials including chapter summaries that aid in the regular revision of material

A Short Course in International Marketing Jeffrey E. Curry, 2009 A Short Course in International Marketing will transform your export operation into a market driven profit making enterprise by explaining how to employ international marketing methods and strategies used by successful firms worldwide

**Starting an Online Business All-in-One For Dummies** Shannon Belew, Joel Elad, 2020-03-05 The tools you need to follow your dream of starting and running an online business With the right knowledge and resources you can take action to start the online business you've been dreaming of This comprehensive guide provides tips and tricks for turning your dream into a reality The sixth edition of Starting an Online Business All in One For Dummies will teach you the basics and beyond It will prepare you to set up your business website offer your products in an online store and keep accurate books The authors help you navigate the primary legal accounting and security challenges related to running an online business Fund your business for success and future growth Use SEO strategically to drive traffic to a well designed site Market your business effectively as an entrepreneur Stand out build customer relationships and sell on social media Keep up with ecommerce trends to stay a step ahead With some guidance you can find your market niche create a business plan and decide on a revenue model Then it's time to set up shop Starting an Online Business can help bring your dream of an online business to life and guide you on the road to success

**Marketing Essentials, Student Activity Workbook** McGraw-Hill Education, 2001-04-17 Student Activity Workbook Includes vocabulary review activities fact and idea review activities marketing application activities DECA preparation activities Computer activities

*Stock Market Investing for Beginners* William Rogers, George Evans, If you have always wanted to learn how the stock market works and understand the huge possibilities that there are within it then keep reading Do you want to learn how you can make money through stock investing If so then this could be the right book for you In this book we will show you how you can start to make money through stock investing especially when you are a beginner Time and time again there have been many people dabbling with stock investing yet not seeing the results What we will do is help you figure out how you can make money through stock investing without losing your money We will talk about unheard of tips and tricks on how to invest money appropriately so that you can see the results that you are looking forward to seeing In this book you will learn What is Stock Market Trading and all its benefits and disadvantages How to start trading and as well as what do you need before you start

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Essentials of Health Care Marketing Fourth Edition will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care Moreover the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market      **Money Market:**

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