



Digital Marketing

**Rainer Olbrich, Carsten D.
Schultz, Christian Holsing**



Digital Marketing:

Digitales Marketing - Erfolgsmodelle aus der Praxis Meike Terstiege, 2020-01-03 Digital Marketing Dieses Buch zeigt Ihnen wie es funktioniert Dieses praxisorientierte Buch bietet anhand von Best Practices einen umfassenden und branchen bergreifenden Überblick über den aktuellen Stand des Digital Marketings sowie über zukünftige Herausforderungen und Chancen Denn nur Unternehmen die im Zuge der Digitalisierung innovative Wege beschreiten sind in der Lage langfristig bestehende oder neue Zielgruppen zu gewinnen oder an sich zu binden Im Bereich Sales und Marketing führt an neuen Medien und Instrumenten wie sozialen Netzwerken Storytelling oder Thought Leadership kein Weg mehr vorbei Daher klären die Autoren in diesem Werk zunächst grundlegende Fragen wie Was ist Digital Marketing und wie kann man es nutzen Anhand von Erfolgsgeschichten aus der Praxis leiten sie Handlungsempfehlungen für die digitale Marketingkommunikation ab Im zweiten Teil liegt der Fokus auf der Praxis Best Practice Beispiele zeigen wie erfolgreiches Online und Social Media Marketing konzipiert umgesetzt und bewertet wird So werden Konzepte und Strategien durch Anschauungsbeispiele verdeutlicht Auf diese Weise liefert Ihnen dieses Digital Marketing Buch viele Ansätze und Impulse die sowohl renommierte Unternehmen als auch Start ups umsetzen können Ein Leitfaden für Theorie und Praxis Durch seinen thematischen Schwerpunkt richtet sich das Werk vorrangig an folgende Zielgruppen Marketing und Vertriebsexperten welche die Möglichkeiten des Online Marketings für ihr Unternehmen nutzen möchten Praxisinteressierte Marketers aus der Wissenschaft Dozierende sowie Studierende der Betriebswirtschaft mit den Schwerpunkten Marketing Management Kommunikation PR Wirtschaftspsychologie oder Soziologie Eine inhaltliche Mischung die überzeugt Inhaltlich geben Ihnen die Autoren in diesem Buch zunächst einen Überblick über den aktuellen Stand sowie die Herausforderungen des Digital Marketings Einen umfassenden Schwerpunkt bilden im Anschluss Fallbeispiele sowie Case Studies aus dem Online Marketing von verschiedenen Unternehmen und Agenturen So wird mit Blick auf die Praxis deutlich wie Konzerne Chancen des digitalen Marketings als Basis für ihre Erfolgsstrategien nutzen Auf diese Weise überzeugt dieses Buch durch seine abwechslungsreiche Mischung aus Theorie und Praxis des Digital Marketings

Digital Marketing Leitfaden Claudia Hilker, 2019-03-08 Vorsprung gewinnen durch strategisches Wachstum mit Digital Marketing Der Leitfaden für Digital Marketing ist ein roter Faden für alle Marketing Verantwortlichen Manager und Studenten die Digital Marketing strategisch planen und systematisch durchführen möchten Das Buch hat viele Praxisbeispiele ist leicht verständlich und wird von vielen Experten empfohlen Durch die Digitalisierung verändert sich das Marketing in einem phänomenalen Tempo Innovative Technologien verändern die Art und Weise wie Unternehmen und Kunden auf globaler Ebene miteinander interagieren und kommunizieren Das Buch Digital Marketing ist ein praktischer Leitfaden zum Digital Business mit den Regeln neuer Medien und der Erforschung der neuen Kunden Generation Es erläutert digitale Marketing Strategien mit Crossmedia Kampagnen die mit Marketing Hubs und Künstlicher Intelligenz automatisiert ausgespielt werden Experten Meinungen zum Buch Prof Dr

Bodo Kluxen Universität Fuzhou China und Hochschule Fresenius Zum Thema Digital Marketing in Theorie und Praxis findet sich derzeit nichts Intelligenteres auf dem Markt Man spürt den hohen Praxisbezug der Autorin und ihre Praxis Erfahrungen Die Themen und Beispiele sind hochaktuell Durch eine Roadmap und Leitfaden können die Themen sofort angewandt werden Prof Dr Markus Kiefer an der FOM Hochschule Claudia Hilker hat bislang bereits beachtliche Fachbücher vorgelegt Dabei hat sie nicht den Anspruch erhoben Social Media Marketing Online Marketing und Content Marketing neu zu erfinden Aber sie hat mit ihren gleichermaßen systematischen wie umsetzungsstarken Publikationen stets bemerkenswerte orientierende und für Klarheit sorgende Beiträge zur Fachdebatte geliefert Prof Dr Volker Eickenberg an der FOM Hochschule Frau Prof Dr Hilker zeigt mit ihrem neuesten Werk Lösungen auf die Anregungen bieten die zur Entwicklung von neuen grundsätzlichen Entscheidungen mit langfristigen Auswirkungen führen können Die Autorin liefert somit einen wertvollen Beitrag um die digitalen Aktivitäten der Unternehmen in konkrete Umsatzzahlen zu verwandeln Prof Dr Michael Bernecker Geschäftsführer Deutsches Institut für Marketing Ein Werk wie dieses ist Gold wert für alle die eine Grundlage für die Weiterentwicklung ihres Marketings hin zu den modernen Ansprüchen der digitalen Welt suchen Claudia Hilker bietet strategische Ansätze und praktische Leitfäden für die wichtigsten Marketing Aktivitäten Das Buch dient als Grundlagenwerk für digitale Neulinge und gibt auch erfahrenen Marketers neue Denkanstöße für ihre Strategien *Digital Marketing* Tobias Kollmann, 2019-10-30

Competition on digital networks and the increasing consumer use of online media have long since been forcing companies to consider strategic and operational measures involving online marketing This textbook entitled Online Marketing prior to this new edition deals with the foundations functions and mechanisms of sales policy tools that use electronic information technologies This third edition will deal with new forms of social media marketing e.g influencer marketing live stories messenger marketing that are emerging from the comprehensive digitization of the economy However other developments such as the General Data Protection Regulation GDPR user experience dynamic pricing predictive analytics and many other topics as well are also considered **Online-Marketing-Intelligence** DENNIS. GREVE AHRHOLDT (GOETZ. HOPF, GREGOR.), 2023 **B2B Digital Marketing Playbook** Carolin Durst, 2025-03-26 Mit diesem Buch hältst Du den Kompass für das moderne B2B Marketing im digitalen Zeitalter in der Hand Von der Marketingstrategie über Kanäle und Tools findest Du alles was Du als CMO oder Marketingexperte in einem mittelständischen B2B Unternehmen benötigst Wir geben Dir Werkzeuge an die Hand Silos aufzubrechen und abteilungsbergreifend eine wirksame Kommunikation aufzusetzen die mehr leistet als nur kurzfristig Leads zu produzieren Unser Playbook ist dabei hands on und voller Best Practices Checklisten und Erfahrungsberichten Das B2B Digital Marketing Playbook ist nichts was Du von vorne bis hinten durchackern musst Benutze es wie ein Handbuch Immer dann wenn eine Frage oder ein Thema im Job auftaucht nachschlagen lesen umsetzen Ein Buch aus der Praxis für die Praxis ein Buch für B2B Marketers die Ihre Marketing Performance für alle sichtbar steigern wollen Diese zweite Auflage wurde vollständig aktualisiert und erweitert Aus dem Inhalt Strategie Toolbox Operatives Marketing

Wie Du Dein Unternehmen positionierst und kluge Marketingziele formulierst
Wie Du ein funktionierendes Marketing KPI System aufbaust
Wie Du die wichtigsten Digital Marketing Instrumente effizient einsetzt von Websites und E Mail sowie Video Marketing
ber Corporate Influencer bis zu Podcasts und hybriden Events
Wie Du einen passenden Marketing Technologie Stack auswählst
Wie Du ein starkes Marketing Team aufbaust
Wie aus den ewigen Widersachern Marketing und Vertrieb ein Dreamteam wird
Was die Geschäftsführung erwartet und wie Du deren Vertrauen gewinnst

Electronic Commerce und Digital Marketing Rainer Olbrich, Carsten D. Schultz, Christian Holsing, 2025-03-27 Die Autoren führen in komprimierter und verständlicher Form in die wichtigsten Bereiche des Electronic Commerce und des Digital Marketing ein. Im Electronic Commerce stehen die wesentlichen Geschäftsmodelle im Vordergrund. Im Digital Marketing liegt das Hauptaugenmerk auf den zentralen Kommunikations- und distributionspolitischen Instrumenten. Das Buch eignet sich daher als grundlegendes Lehrwerk für betriebswirtschaftliche Studiengänge an Hochschulen. Darüber hinaus ist es aufgrund seiner übersichtlichen Schwerpunktlegung für die berufsbegleitende Weiterbildung und die unternehmerische Praxis geeignet. Die dritte Auflage wurde bearbeitet und erweitert. Neu aufgearbeitet ist die Einführung zur digitalen Transformation sowie den Geschäftsmodellen. Außerdem wurden Ausführungen zum Influencer Marketing aufgenommen. Darüber hinaus wurden die Verständnisfragen und Übungsaufgaben ausgedehnt. Der Inhalt: Digitale Transformation von Geschäftsmodellen und Digital Marketing, Electronic Commerce, Digital Marketing, Online Marktforschung, Übungsaufgaben und Lösungsskizzen.

Digital Marketing Dave Chaffey, Fiona Ellis-Chadwick, 2019-02-05 Now in its seventh edition Digital Marketing provides comprehensive practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals.

Digital Marketing Annmarie Hanlon, 2025-03-29 Explore all aspects of digital marketing with this accessible guide which blends theory, research, practice and application and includes a wide range of international case studies.

Digital Marketing Dr. K.G. Raja Sabarish Babu, Dr. B. Anbazhagan, Dr. S. Meenakumari, 2023-09-15 The Book answers what is e-commerce and its transaction models. It explains on digital marketing concepts, its needs. It outlines about POEM framework and ASCOR framework which is the backbone for the entire ecosystem of digital marketing activities and concepts. It explains why display advertising or mobile marketing is not enough and it explains the importance of content marketing, social media marketing and search engine marketing. This book covers LinkedIn and Facebook marketing and also helps the managers to know about the process of running campaigns, choosing the target audience and also helps in optimizing the campaign. It exposes students to various tools which can be used for implementing marketing strategy. This book focuses and covers the syllabus of major universities in India and helps students to understand about the digital marketing in a simple and elegant way.

Digital Marketing Dr. Mukul A. Burghate, Digital marketing is a vast umbrella term that covers multiple areas from SEO to blog writing and distribution channels to budgets. In this textbook we'll help you to understand the key pillars of digital marketing enabling you to build your own digital marketing strategy to optimize advertising through online channels.

such as search engines your websites social media email and mobile apps Digital marketing also known as online marketing refers to advertising delivered through digital channels to promote brands and connect potential customers using the internet and other forms of digital communication such as Search engines Websites Social media Email Mobile apps Text messaging Web based advertising etc In short if a marketing campaign is using any of the above online media channels it is digital marketing Consumers today rely heavily on digital means to research products Some 77% of customers research a brand online before engaging with it according to HubSpot Research Meanwhile 51% of consumers say they use Google to research products before buying It is in this context a textbook on introduction to the subject of Digital Marketing is presented to the students of Management we would like to specially acknowledge contents of website of IGNOU www.egyankosh.ac.in www.wikipedia.com and various authors whose writings formed the basis for this book We acknowledge our thanks to them At the end we would like to say that there is always a room for improvement in whatever we do We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful Readers can email their queries and doubts to our authors on tmcnagpur@gmail.com We shall be glad to help you immediately Authors Dr Kulbushan D Meghe Dr Prashant A Manusmare Dr Sachin Barve Dr Mukul Burghate

Developing Digital Marketing Park Thaichon, Vanessa Ratten, 2021-06-11 Developing Digital Marketing Relationship Perspectives provides a holistic perspective about the role of digital marketing in the global economy helping readers to understand the shift from traditional marketing to more novel and innovative forms

Digital Marketing Fundamentals Greg Jarboe, Matt Bailey, Michael Stebbins, 2023-03-01 Prepare for the OMCP certification exam and expand your digital marketing skillset Courses relying on the OMCP Digital Marketing Certification standards attract over 70 000 students at 900 universities around the world each year This challenging curriculum requires strong command of content marketing conversion rate optimization and other digital marketing competencies in high market demand In Digital Marketing Fundamentals veteran digital media and marketing experts Greg Jarboe Michael Stebbins and Matt Bailey deliver an essential and accessible roadmap to completing the highly sought after OMCP Digital Marketing Certification You ll explore topics like digital analytics social media marketing and search engine optimization with the help of industry leading authors and members of the OMCP Standards Committee In the book you ll also find Full discussions of paid search marketing email marketing and marketing to mobile device users Exacting and focused instruction on all the competencies tested by the OMCP exam Accessible content suitable for experienced digital marketers looking for a new certification to boost their career as well as novice practitioners trying to expand their skillset Perfect for aspiring and practicing digital marketers Digital Marketing Fundamentals also belongs in the libraries of entrepreneurs solopreneurs and other small and medium sized business leaders looking for a starting point into the critical world of digital marketing

Understanding Digital Marketing Dishek J. Mankad, 2019-09-18 Basic guide to learn digital media platform DESCRIPTION The book discusses

various digital media and analyses how the field of marketing can benefit from them This book is divided into 15 chapters The Chapters includes marketing in the Digital Era starts with an overview of e marketing followed by the online marketing mix in the digital framework It then discusses the role of the online consumer followed by CRM strategies that organizations can use with the help of the digital medium to retain and grow customer relationship Business Drivers in the Virtual World deals with the realm of social media followed by online branding building traffic Web business models and e commerce Online Tools for Marketing deals with various Web tools for building consumer engagement content management campaign management consumer segmentation and building market influence The Contemporary Digital Revolution deals with the world of online co creation communities and offers in depth discussion on Social Media marketing Email Marketing Online advertising Apart from that it also includes how to generate the lead for you business how to perform the mobile web marketing how to affiliate marketing What is Ad Sense and how it is worked how to get approved form ad sense Introductory part of The Web Analytical Tools As a Manager any one must aware with the creation of the strategy So for that I also add the how to create the digital marketing strategy Finally The Freelancer work how to earn money with digital marketing by doing work as a freelancer Numerous examples exhibits and illustrations have been included to help students assimilate the concepts better

KEY FEATURES Learn the concept of marketing in the Digital Era Understand the role of the online consumer followed by CRM strategies which organizations can use with the help of the digital medium Know the Online Tools for Marketing various Web tools for building consumer engagement Book explains steps to generate the lead for your business

WHAT WILL YOU LEARN Basic concepts of Digital Marketing Website Planning Creation Search Engine Optimization SEO PPC Advertising With Google Optimization Google Analytics

WHO THIS BOOK IS FOR Digital Marketing is designed as a textbook for management students specialising in marketing

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Digital Marketing Outreach Kavita Sharma, Swati Aggarwal, 2022-08-26 This book studies the use of digital marketing across the economic social and political sectors of India It looks at diverse areas of business and non business activities involving the use of digital platforms to augment marketing initiatives and improve reach sales and social media engagement The volume analyses various themes including viral marketing influencer marketing webrooming behaviour online impulse buying telemedicine social media advertising and app based cab services It examines the role of digital marketing in creating a positive and favourable brand image for organizations by advertising their social responsiveness on social media and studies the influence of political brand value on social media activities The authors also provide insight into changing trends within consumer behaviour reflect on

future challenges within the field and highlight areas of growth An important contribution to the study of new and emerging marketing practices the book will be indispensable for students researchers and teachers of communication marketing brand management social media marketing advertising e business digital humanities and consumer behaviour **Digital**

Marketing Excellence Dave Chaffey,PR Smith,2022-07-22 Now in its sixth edition the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans combining established approaches to marketing planning with the creative use of new digital models and digital tools Written by two highly experienced digital marketing consultants the book shows you how to Draw up an outline integrated digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer driven digital marketing as part of digital transformation Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms This new edition has been streamlined to seamlessly integrate the latest developments in digital analytics ethics and privacy Predictive Analytics Machine Learning and Artificial Intelligence Including new international case studies and up to date examples throughout this book cuts through the jargon to show marketers how to leverage data and digital technologies to their advantage Offering a highly structured and accessible guide to a critical and far reaching subject Digital Marketing Excellence 6th edition provides a vital reference point for all digital marketing students and managers involved in digital marketing strategy and implementation Online resources have been fully updated for the new edition and include a new set of PowerPoint slides and a full test bank of questions and exercises **Digital Marketing Technologies** Hashem

Aghazadeh,Mozhde Khoshnevis,2024-04-19 This book argues that digital marketing should benefit from emerging technologies to result in sustainable competitive values for businesses in both the digital and physical worlds It not only explores digital marketing fundamentals analysis strategy practices and implementation but also explains the applications and relationships of marketing technologies martechs with digital marketing as well as offers several real cases of practicing marketing technologies It carefully describes how modern businesses offer their value propositions both digitally and physically applying emerging technologies specifically marketing technologies martechs and how consumers are using these new technologies particularly artificial intelligence ChatGPT OpenAI It investigates why consumers are so intrigued and interested in digital relationships interaction and shopping experiences It critically examines and argues that digital marketing has become popular among businesses as they are attempting to serve their customers better by taking advantage of using digital marketing technologies marketchs Digital Marketing Planning Emiliano Giovannoni,2020-01-22 A practical and concise resource that makes sense of the complex constantly changing world of digital marketing by approaching it from the perspective that everything starts with a solid plan Designed for business managers to use as a reference to shape and lead their digital marketing direction with confidence With real life examples and easy to follow

diagrams that accurately visualize the core components of marketing strategy

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Digital Marketing Mastery Prabhu TL,2025-01-03 Are you ready to unlock the limitless potential of the digital world Digital Marketing Mastering the Art of Online Growth is the ultimate resource for marketers entrepreneurs and businesses looking to excel in the fast evolving digital landscape This book is an all encompassing guide that delves into the essentials and advanced strategies of digital marketing offering expertise in 40 diverse categories designed to elevate your online presence and drive success

What s Inside

- 1 Digital Marketing Basics Build a strong foundation with core principles and strategies to kickstart your journey in the digital marketing world
- 2 A B Testing Learn how to optimize campaigns through data driven testing to achieve better results
- 3 Content Marketing Master the art of creating engaging valuable content that attracts and retains your target audience
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selling and generating high quality leads 18 Digital Brand Promotion Personal Branding Build and promote a digital identity that sets you apart 19 Search Engine Marketing SEM Link Building Drive traffic with paid search strategies and strong backlink profiles 20 Success in Digital Marketing Discover timeless principles and case studies that guarantee sustained growth Who Is This Book For Whether you re a beginner trying to understand the fundamentals or an expert looking to refine your skills this book caters to all experience levels Entrepreneurs business owners students freelancers and marketers will find actionable insights and techniques to elevate their marketing game Why Choose This Book Unlike other resources that focus on a few areas of digital marketing this guide offers a holistic approach Covering 40 essential categories it ensures you stay ahead of the curve in every aspect of digital marketing from social media trends to advanced technical skills Dive into Digital Marketing Mastering the Art of Online Growth and embark on a journey to become a digital marketing expert Whether you re looking to grow your business boost your personal brand or build a career in marketing this book is your one stop solution Don t just adapt to the digital world thrive in it **Internet Marketing** Dave Chaffey,Fiona Ellis-Chadwick,Richard Mayer,2009 Internet Marketing is a comprehensive guide to how organisations can use the Internet to support their marketing activities and covers all aspects of the subject from environmental analysis to strategy development and implementation Now in its third edition Internet Marketing is an invaluable resource for all students studying e marketing e commerce or Internet marketing at second third or postgraduate level as well as specialist courses involving Internet marketing It should also prove particularly useful for practitioners wishing to update their e marketing skills

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