CONTENTS

About the author xiv

About the contributors xv

Introduction: How will this book transform your digital marketing strategy? 1

What is a digital strategy? 1 What's the story of this book? 2 How to get the most from this book 4

01 The foundations of digital marketing 6

What we will cover in this chapter 6
The 4 Ps of marketing 8
Porter's five forces 12
Brand or perceptual positioning map 18
Customer lifetime value 20
Segmentation 22
Boston Consulting Group matrix 25
Customer and market insight 27
Summary 29
Further reading 29
References 30

PART ONE

Knowing your business objectives and your customer 31

02 Understanding the digital ecosystem 33

What we will cover in this chapter 33 Paid and organic search interaction 34 Social signals for SEO 34 The broad reach of content strategy 35 Display advertising and data strategy 35 Brand and proposition effect 36 The halo effect 36

Attribution and omni-channel 37

The full ecosystem 37

Summary 38

Reference 38

O3 Integrating digital into wider organization strategy 39

What we will cover in this chapter 39

Business model 40

Global strategy 43

Brand 45

Vision 46

Culture 47

Innovation 48

Insight, research and analysis 50

KPIs 54

Summary 55

Further reading 55

References 56

04 Understanding the evolving digital consumer 57

What we will cover in this chapter 57

Who is the digital consumer? 58

Digital consumer behaviour 60

How technology affects the digital consumer 62

What does this mean for digital marketing? 63

Summary 63

Further reading 64

References 64

05 Barriers, considerations and data protection in digital marketing strategy 65

What we will cover in this chapter 65 Technology 67

Skills 69
Budget and resources 71
Business priorities 73
Regulation 75
Summary 82
Further reading 83
References 84

PART TWO

Integrating digital change into your wider organization 85

O6 Enabling technologies for online marketing and digital transformation 87

What we will cover in this chapter 87
What is digital transformation? 87
Technology development techniques 95
What does this mean for digital marketing? 97
Summary 97
Further reading 98
References 98

07 Planning your digital marketing strategy – Objectives, teams and budgeting 99

What we will cover in this chapter 99
The planning process 101
The phased approach 107
Goals 108
Objectives and strategies 110
Action plans 114
Controls 115
People 117
Budgeting and forecasting 120
Summary 121
Further reading 122

PART THREE

Using channel strategy to reach your customers 123

08 SEO strategy and organic techniques 125

What we will cover in this chapter 125

The SEO triangle 126

Researching your SEO strategy 128

Technical SEO 132

Site structure 133

Content and SEO 135

Links and penalties 136

The changing landscape 138

Organizational structure and SEO 139

Summary 141

Further reading 142

09 Building and optimizing a winning paid search strategy 143

What we will cover in this chapter 143

An introduction to paid search 144

Setting up a campaign 146

Measurement and optimization 151

Advanced paid search 153

Managing paid search campaigns – humans versus robots 158

Summary 159

Further reading 160

Reference 160

10 Display advertising and programmatic targeting 161

What we will cover in this chapter 161

Programmatic advertising 163

Types and formats of display advertising 166

Key technology in ad delivery 167

Types of display campaign 169

Planning and targeting programmatic display campaigns 170

Display campaign measurement 175

Summary 179

Further reading 180

Reference 180

11 Tailoring your social media strategy 181

What we will cover in this chapter 181

The evolution of social media 182

Where to start? 183

Types of social media 185

The social networks 190

Content 195

Influencers 197

Social advertising 197

Measurement 200

Summary 201

Further reading 202

References 202

12 Marketing automation, messaging and email marketing – the unsung heroes 203

What we will cover in this chapter 203

Email marketing today 204

The 5 Ts of email marketing 206

How are businesses using email marketing? 210

Account management versus centralized communications 212

Follow-up 213

Regulation 213

Platforms 213

Messaging and SMS 215

Measurement 216

Summary 218

Further reading 218

References 218

13 Affiliate schemes and partnerships to deliver highly targeted leads 220

What we will cover in this chapter 220

An introduction to affiliate marketing 220

Setting up an affiliate programme 223

Affiliate networks 226

Affiliate marketing assets 227

Tracking and measurement 227

Summary 228

Reference 229

X

14 Lead generation that delivers results 230

What we will cover in this chapter 230

Push versus pull – the changing landscape 231

Lead scoring 231

Lead generation across the digital channels 232

Keeping the lead alive 236

Measurement 237

Summary 238

Further reading 238

Reference 238

15 Content strategy – a key pillar of success 239

What we will cover in this chapter 239

What is content marketing? 240

What is content? 245

What content types should you use? 246

Why content marketing? 247

People and process for creating content 250

Distribution 261

Measuring the value of content 263

International content 267

Audit checklist 268

Summary 268

Further reading 270

References 270

16 Personalizing the customer journey and digital experience 271

What we will cover in this chapter 271

What is personalization? 271

Defining true personalization 273

User-defined personalization 274

Behavioural personalization 276

Tactical personalization 279

Single customer view 279

Summary 281

Further reading 281

References 281

PART FOUR

Conversion, retention and measurement 283

17 Effective Experience Design (XD) 285

What we will cover in this chapter 285

Experience Design 285

XD maturity 286

Three critical requirements 287

Summary 298

Further reading 299

References 299

18 Optimizing your e-commerce platform 301

What we will cover in this chapter 301

Introduction 301

E-commerce platforms 302

E-commerce marketing 304

Digital cross- and up-selling 306

Purchasing and payments 307

Consumer trust 310

Summary 311

References 312

19 Managing loyalty, CRM and data 313

What we will cover in this chapter 313

Defining CRM 313

Contact strategy 317

Cross-selling and up-selling 322

Predictive analytics 323

Technology platforms 324

Loyalty 326

Summary 330

Further reading 331

References 331

20 Measuring success through data analytics and reporting 332

What we will cover in this chapter 332

The data landscape 332

The reliability of data-based decisions 334

What are analytics? 336

Tools and technology 339

Attribution modelling 348

Reporting 350

Summary 353

Further reading 354

Reference 354

PART FIVE

Tailoring your final digital marketing strategy 355

21 Providing a smooth online service and customer experience 357

What we will cover in this chapter 357

Customer service principles 358

Service channels 363

Social customer service 371

Measurement 373

Summary 375

Further reading 376

References 376

22 Putting together your digital marketing strategy 377

What we will cover in this chapter 377

Where to start 377

Stage one: assessment 378

Stage two: the foundations 380

Stage three: sophistication 383

Stage four: formalize 385

Stage five: continuous improvement 387

Summary 387

Further reading 388

Index 389