



# Cambridge Marketing Handbook: Digital (Cambridge Marketing Handbooks)

*Terry Nicklin, Karl Meyer, Robert Hardy, Neil Wilkins*

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In today's electronic age no organisation can afford to ignore digital marketing. Understanding what tools are available, how to use them and how to create and implement a co-ordinated digital campaign are essential elements for every marketer's toolbox. And Digital Marketing means more than just establishing a website. There is a complex array of channels and tools including search engine optimisation, MOBIPOCKET UNENCRYPTEDle and viral marketing, blogs, social media, affiliate schemes, apps, online advertising and web analytics which together have the capability of helping a business achieve previously unseen growth. Cambridge Marketing Handbook: Digital Marketing introduces the key concepts and tools, sets out to how use them effectively and how to create and implement a digital campaign. It also includes a wealth of recommended resources to enable every marketer to keep up to date with the latest developments in this fast moving arena.

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