CONTENTS

List of Figures	viii
List of Tables	xi
About the Author	xiii
Acknowledgements	xiv
Preface	xv
Online Resources	xvi
Part 1 Digital Marketing Essentials	1
1 The Digital Marketing Landscape	3
2 The Digital Consumer	24
Part 2 Digital Marketing Tools	49
3 The Digital Marketing Toolbox	51
4 Content Marketing	95
5 Online Communities	125
6 Mobile Marketing	
7 Augmented, Virtual and Mixed Reality	151
Augmented, virtual and wixed Reality	181
Part 3 Digital Marketing Strategy and Planning	203
8 Audit Frameworks	205
9 Strategy and Objectives	225
10 Building the Digital Marketing Plan	249
11 Social Media Management	270
12 Managing Resources	294
13 Digital Marketing Metrics, Analytics and Reporting	309
14 Integrating, Improving and Transforming Digital Marketing	339
References	361
Index	386