

Brief contents

Preface	xiii
About the authors	xxiv
Acknowledgements	xxvi
Part 1 Digital marketing fundamentals	2
1 Introducing digital marketing	4
2 Online marketplace analysis: micro-environment	45
3 The digital macro-environment	92
Part 2 Digital marketing strategy development	134
4 Digital marketing strategy	136
5 Digital branding and the marketing mix	189
6 Data-driven relationship marketing using digital platforms	233
Part 3 Digital marketing: implementation and practice	282
7 Delivering the digital customer experience	284
8 Campaign planning for digital media	347
9 Marketing communications using digital media channels	393
10 Evaluation and improvement of digital channel performance	461
Glossary	494
Index	523
Publisher's Acknowledgements	531