

CONTENTS

<i>List of Case Examples</i>	vii
<i>List of Figures</i>	viii
<i>List of Tables</i>	x
<i>About the Author</i>	xii
<i>Preface to the Third Edition</i>	xiii
<i>Acknowledgements</i>	xv
<i>Praise for Digital Marketing</i>	xvi
<i>Online Resources</i>	xvii
Part 1 Digital Marketing Essentials	1
1 The Digital Marketing Environment	3
2 The Digital Consumer	31
Part 2 Digital Marketing Tools and Channels	59
3 Content and Email Marketing	61
4 Websites, SEO and Paid Adverts	91
5 Social Media Marketing	121
6 Online Communities	149
7 Mobile Marketing	179
8 Marketing in the Metaverse	209
Part 3 Digital Marketing Strategy and Planning	237
9 Digital Marketing Audit	239
10 Digital Marketing Strategy and Objectives	269
11 Building the Digital Marketing Plan	299

Part 4 Digital Marketing Management	327
12 Managing Resources and Reporting	329
13 Digital Marketing Metrics, Analytics and Insights	359
14 Digital Marketing Disruption and Transformation	387
<i>Appendix A The United Nations Sustainable Development Goals</i>	<i>415</i>
<i>References</i>	<i>418</i>
<i>Index</i>	<i>453</i>