Annmarie Hanlon DIGITAL MARKETING

STRATEGIC PLANNING & INTEGRATION



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	151
7 Augmented, Virtual and Mixed Reality	181
Port 3 Digital Marketing Strategy and Planning	203
Audit Frameworks	205
Strategy and Objectives	225
Building the Digital Marketing Plan	249
Social Media Management	270
Managing Resources	294
Digital Marketing Metrics, Analytics and Reporting	309
Integrating, Improving and Transforming Digital Marketing	339
References	361
Index	386