



Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students

By Ira Kaufman, Chris Horton

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Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage.

Bringing the reader through its five-step *Path to Digital Integration* (Mindset, Model, Strategy, Implementation, and Sustainability), the book seeks to:

- Outline the key drivers of change and leading digital marketing trends that executives need to understand and incorporate to drive business opportunity
- Evaluate the digital channels and technologies that management teams can leverage to execute a successful, integrated digital marketing strategy; this includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, Google Plus)
- Examine the impact of digital transformation on the organization, from the effect of digital tactics on customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation
- Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders

This interactive guidebook provides a truly *Connected Digital Experience* (CDE): the Zappar augmented reality mobile app allows the reader to activate the "**Discover More**" and "**Play Video**" icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, *Digital Marketing Resource Center* (dmresourcecenter.org). The **Play Video** icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around

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Editorial Review

Review

"Modern marketing must be reconstituted to move into the digital age. I applaud Kaufman and Horton's effort to advance marketing. This book will prepare executives, managers, owners, and students to integrate digital marketing strategies and tactics with core values and business goals to achieve unprecedented levels of efficiency and innovation." - Philip Kotler, S.C. Johnson and Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, USA

"Digital Marketing is destined to become the next "must read" for business, academia and anyone trying to master the digital age. Kaufman and Horton provide a *Connected Digital Experience* (integrating print, video, internet and mobile), taking this subject area to the next level in both content and delivery." - Don Mathison, former Senior Vice President, Media General Cable TV, USA

"Kaufman and Horton have tackled one of the most important aspects of how corporations need to conduct their digital transformation – capturing the new digital and social customer experience opportunities by shifting the marketing mindset. In *Digital Marketing* the authors articulate not just the challenges of this new digital marketing era, but the strategies, tactics and tools require to drive real business opportunities." - Didier Bonnet, Senior Vice President and Global Practice Leader, Capgemini Consulting, UK

"As a long-time advocate of a shift in the nature of marketing, I share Ira and Chris' (Kaufman and Horton's) belief that we need a new guidebook for marketing practitioners. The balance of fresh perspective and deep capability building is what most companies are seeking; I am energized to see a book that brings both to the fore so well. I am sure that those who read this book will come away ready to get to the heart of what really needs to change for their companies to become digitally-adroit leaders." - David Edelman, Partner, McKinsey & Co, USA

"Digital Marketing: Integrating Strategy, Tactics with Values makes a great contribution to opening up the field of Digital Marketing." - Anthony Marshall, Global CEO Study Program Director and Strategy and Transformation Leader, International Business Machines, USA

"Kaufman and Horton's Guidebook gives readers an interactive overview of marketing in the digital age. Aspiring digital marketers will find a treasure trove of valuable insights from case studies, expert insights, digital diagnostics, and takeaways within these pages. Leaders and laymen alike can use this as a roadmap for bringing their marketing efforts to life in the 21st century." - Doug Conant, Chairman, Avon Products, USA and Former President & CEO, Campbell Soup Company, USA

"The speed of change across society and business due to digital impact has created a demand for new learning tools and dynamically updated information for business and marketing education. Kaufman and Horton have offered a timely digital marketing resource that builds the right context (digital mindset, societal

change, integration) along with appropriate detail to educate both students and professionals. Set in an innovative format, the multi-modal, dynamically updated digital resource center is more than a book and promises to meet today's students where they live – in an integrated, interactive and searchable world." - *David Ferguson, Associate Vice President for Emerging Media Initiatives and Executive Director of the Center for Media Design, Ball State University, USA*

"Business schools have recognized the need to integrate digital marketing into marketing curriculum; however, the integration process is still in its infancy. Kaufman and Horton's book *Digital Marketing* will help students and business professionals understand digital marketing and its relationship to marketing strategy. The authors organize the book around their well thought out "Path to Digital Integration" which provides a valuable roadmap for organizations to follow as they make the inevitable transition into a digital marketing age." - *Scott A. Inks, Director of H.H. Gregg Center for Professional Selling and Associate Professor, Ball State University, USA*

"Digital culture has hit marketing harder than it has hit many other disciplines. Ira and Chris have taken their knowledge and experience and created a guidebook that is not just for marketers, but also for anyone in an organization who doesn't want to get swept away in the coming digital transformation. The authors identify digital personas inside an organization and view digital adoption through their eyes and their actions, especially how they internalize company values. Students need this book so they know what they are walking into out in the workplace, and practitioners need to understand the current state of affairs, so they can usher in the change instead of getting knocked over by it." - *Jeffrey L. Cohen, Distinguished Lecturer in Social Media and Marketing Analytics, Ball State University, USA*

"Kaufman and Horton have translated our generation's fluency with digital tools into a holistic understanding of why they matter, the immense scale of the possibilities they offer, and the practical steps for their effective implementation. For "digital natives," internalizing digital strategy is the missing link. To achieve real-world success, we need guidance to put our digital intuition to work; this book provides what is needed to do so." - *Craig Phillips, Senior Program Associate, Partners for Democratic Change, USA*

"With the continued growth of technology, we now live in a fast-moving digital age. All of us are members of a new digital generation, thus we are presented with endless opportunities, but we need the tools to translate strategy and values into action. Kaufman and Horton provide best practices and dynamic strategies to lock us into what's current. This is a must-have guidebook for anyone who wants to integrate digital and stay competitive." - *Brandon Carroll, Vice President, Koofers Campus Recruiter, USA*

From the Author

Check out this brief interview with authors Ira Kaufman and Chris Horton.

About the Author

Ira Kaufman has 35 years of marketing experience spanning three worlds – business, non-profit, and education. Earning his PhD in marketing from Northwestern's Kellogg School of Management, he advanced initiatives in social marketing with Professor Philip Kotler. As Executive Director of Legacy International, Ira developed a cultural sensitivity by integrating values and sustainability into workshops on marketing strategy in Asia and the Middle East. He taught digital marketing at the senior executive programs of Kellogg and Virginia Tech, and currently is designing innovative courses on digital marketing and social

entrepreneurship at Lynchburg College School of Business and Economics. As a digital strategist, he helps companies ranging from multinationals to start-ups with their social branding and integrated digital marketing and transformation strategies.

Chris Horton is a content creator and digital strategist for Minneapolis-based integrated digital marketing agency, Synecore. An avid tech enthusiast, Chris has written hundreds of blogs and numerous ebooks on various topics related to digital marketing, including SEO, inbound, content, social, mobile, apps, digital branding and PR, Internet trends, and digital transformation. His work has been widely syndicated on leading marketing and technology blog directories, including Technorati, Social Media Today, and Business2Community. Chris' digital marketing tips can be found on Synecore's Marketing Technology for Growth blog.

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Jerry Orosco:

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