

## The Digital Marketer's Playbook

**How to Effectively Collaborate with Agencies, Freelancers, and Digital Marketing Experts**

Ladenpreis: 41,79EUR

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### **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexus.at/the-digital-marketer-s-playbook-9798868805455.html>

### **Details**

Transition from traditional marketing to digital marketing and master a comprehensive range of topics within this field. This book offers a practical, step-by-step approach to managing digital marketing (with the help of experts) in the current landscape, making it a timely and valuable resource for marketers, business owners, and students alike.

With an emphasis on referential information, you'll review some of the foundational concepts of digital marketing, including digital assets, advertising channels, formats, and customer awareness. You'll also delve into targeting methods, audience segmentation, and the use of keywords for display and search ads.

Gain insights into key digital marketing metrics like CPC, CPV, CPM, clicks, and CTR, and how they impact campaign performance. Learn about conversion tracking, analytics, and how to interpret digital marketing reports to evaluate campaign success. Explore advanced topics such as the use of artificial intelligence in digital marketing for targeting and content optimization. Understand the landscape of legal, tax, and brand protection in the digital space.

The book's relevance stems from the increasing dominance of digital channels in marketing. In today's digital age, understanding and effectively utilizing digital marketing strategies is not just important but essential for businesses and marketers. The shift towards digital has been accelerated by technological advancements and changes in consumer behavior, making digital marketing skills more critical than ever, but not every executive and marketing professional has managed to stay on top of its developments.

*The Digital Marketer's Playbook* is an essential guide for those who have foundational knowledge in marketing but are Alle Preise inkl. MwSt. zzgl. Versand. Bei Bestellung im LexisNexis Onlineshop kostenloser Versand innerhalb Österreichs.

relatively new to the domain of digital marketing.

### **What You Will Learn**

- See how a digital marketing campaign works (across providers, not provider-specific).
- Implement campaign optimizations.
- Explore digital marketing channels, creatives, formats, and advertiser channel providers.
  
- Review the wording (jargon) used in the industry (personas, target group, bids, keywords, etc.).

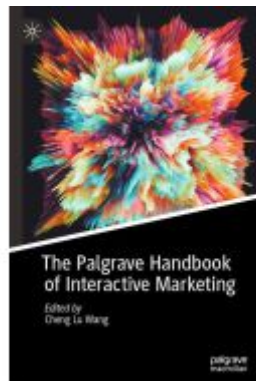
### **Who This Book is For**

Those who have implemented marketing campaigns, but they are looking to dive deeper into digital marketing, understand its particularities and know what to ask for and what to expect from specialists.

Wir haben andere Produkte gefunden, die Ihnen gefallen könnten!



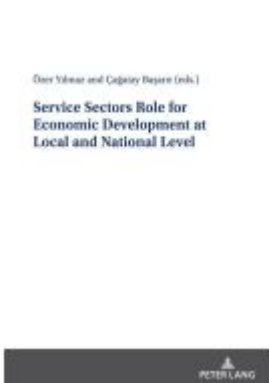
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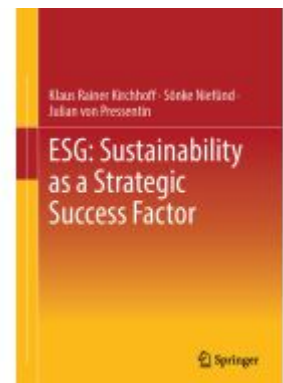
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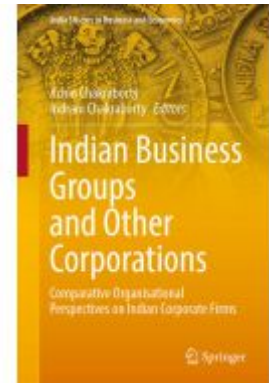
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