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eMarketing

The essential guide to digital marketing

4th Edition



Rob Stokes
and the Minds of Quirk

optimise

introduction to optimise

Planning, research and strategy are important for executing digital marketing campaigns that resonate with audiences, drive traffic and help you to build relationships. As part of executing these plans and strategies, you need to create digital assets, and then use various channels to drive traffic to those assets, and build relationships with your visitors.

As you are doing all this, it's important to know: is it actually working? And how might it all work better?

This is where **Optimise** comes in: the process by which we track, analyse and optimise our digital assets and campaigns for the best results. (Yes, that's Track, Analyse, Optimise, or TAO, so you'll never forget it.)

As Eric Schmidt, Executive Chairman of Google, is reported to have said: "The Internet will transform advertising because of its trackability, not its beauty." It's because most actions online are recorded, whether in a logfile or in a cookie, that we can build a rich, data-driven picture of how our digital assets and online campaigns are performing. It's because digital allows us to iterate and release new versions of advertising or web pages rapidly that we can use this data to test and improve.

With user friendly reporting interfaces and free, powerful web analytics tools like Google Analytics, there is no excuse for not knowing what's happening in your campaigns. The chapter on **Web Analytics** will help you with the standard definitions you need, as well as setting objectives and key performance indicators (KPIs) so you know what it is that you need to measure.

However, it is easy to rely on web analytics tools to report the "what" without applying your brain to understand the "why" and importantly, "what next".

Getting into a routine of using web analytics data to understand how your visitors are behaving and how you might influence that behaviour is what conversion optimisation is about. You need to use the web analytics data not just to report on how campaigns and digital assets are performing, but also to understand how to make them perform better.

The chapter on **Conversion Optimisation** takes you through the steps for turning that data into something useful: more conversions of visitors to your site into active customers.

Make your mark with eMarketing

eMarketing: the essential guide to digital marketing is a one-stop resource to **kick start your online marketing career**, or to give it a much needed boost. Featuring the tools and tactics essential to **search engine optimisation, video optimisation, media planning, pay per click advertising, social media, mobile marketing, conversion optimisation, online reputation management** and more!

eMarketing: the essential guide to digital marketing comes from over 12 years of practical experience in the world of eMarketing from a leading international digital agency.

Updated fourth edition features:

- Over \$480 in vouchers to jumpstart your learning!
- All the **key terms and concepts** for a firm foundation.
- 22 chapters with real life **case studies** showcasing digital Marketing in action.
- The **best online resources** for further studies.

\$480 Vouchers included

Reviews and Comments

"The first thing you should do is obsess about the terms in this book. Vocabulary is the first step to understanding, and if you don't know what something means, figure it out. Don't turn the page until you do."

Seth Godin: Author Purple Cow, Permission Marketing and Linchpin

"If you are a marketer, this is a must have book; if you know a marketer, do him or her a favour and get it for them; if you are just interested in eMarketing and want to expand your general business knowledge, buy two copies - someone will want to borrow this from you."

Jaco Meiring: Digital - Investec

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