

Digital Marketing for Executives and Managers

DIGITAL MARKETING STRATEGY



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Nicholas McDowell

Digital Marketing for Executives and Managers

Edited by
Nicholas McDowell

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Digital Marketing for Executives and Managers

About the Book

Managing marketing tasks with the help of digital services such as the Internet, mobile phones, display advertisements, etc. is known as digital marketing. Digital marketing uses tools such as social media marketing, Search Engine Optimization (SEO), content marketing, campaign marketing, Search Engine Marketing, SMS marketing, etc. Digital marketing offers multiple channels of interaction with potential customers and dynamic solutions to increase brand awareness. This book studies, analyses and uphold the pillars of digital marketing and its utmost significance in modern times. It will serve as a reference to a broad spectrum of readers.

About the Editor

Nicholas McDowell pursued his M.S. in Digital Marketing from Sacred Heart University, United States of America. His primary areas of scholarly and research interests lie in the fields of digital media planning and advertising. He has been an invited speaker at various international marketing conferences. McDowell was also awarded the "Excellence in Undergraduate Teaching Award" for his outstanding contribution to the student community in the field of digital marketing.