



DIGITAL MARKETING STRATEGY

An integrated approach
to online marketing

Simon Kingsnorth



PRAISE FOR *DIGITAL MARKETING STRATEGY*

'Simon Kingsnorth has produced a book of compelling quality. So many marketers are inclined to run headlong at digital marketing with a limited amount of knowledge. Fingers get burnt and reputations can be lost forever. He has set out some brilliant guidelines for marketers of all levels which will empower them to succeed.'

Damian Ryan, digital marketer, author of *Understanding Digital Marketing, Understanding Social Media* and *The Best Digital Marketing Campaigns in the World II*

'An excellent all-in-one text for today's digital entrepreneur.'

Jonathan Gabay, keynote speaker, lecturer, brand psychologist

'Combines a detailed knowledge of digital channel management with classic marketing theory. The result is essential reading for digital marketing practitioners at all levels.'

Emma Wilson, CEO, Harvest Digital

'It's all here. An invaluable one-stop guide to navigating the discipline of digital marketing – great for newcomers and an excellent reference for the more experienced.'

Simon Fenn, co-founder, Pancentric Digital

This book is dedicated to my parents who gave me the foundation that provided me with the opportunity to work on some of the exciting projects I've been involved in. To my partner Ali for her support during the long evenings of endless typing and to everyone I have worked for and with to date as you have all helped to shape this book. It is also dedicated to those people who will create the future of this planet (and beyond).



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