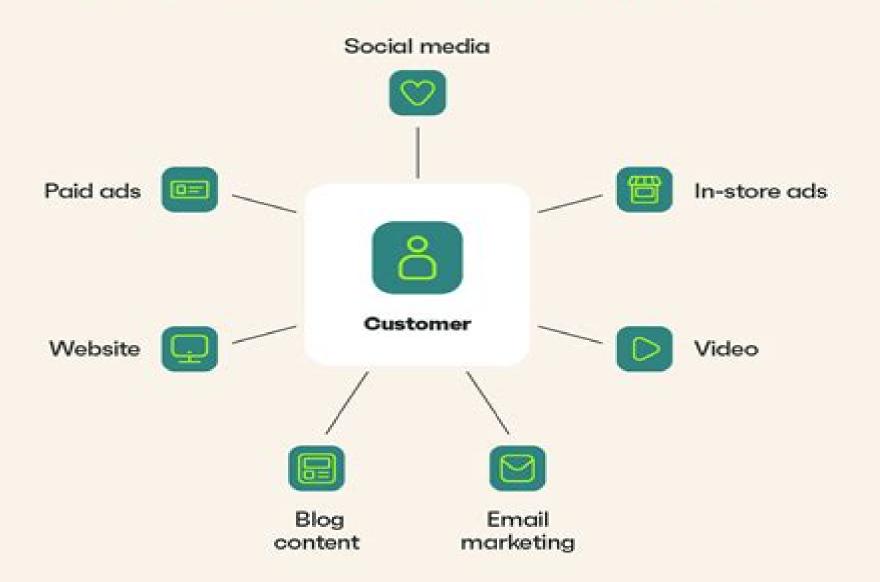
Integrated marketing campaign



Ensheng Dong

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and curation teaching readers how to engage their audience with engaging visual content and curate relevant material It then explores the power of influencer marketing providing insights on identifying and collaborating with influencers negotiating partnerships and measuring ROI Readers will also learn how to master paid advertising on platforms such as Facebook and Instagram harness the potential of video marketing and effectively measure and analyze performance The book also offers guidance on implementing customer service best practices building a community around the brand staying ahead of trends scaling social media efforts and maximizing reach through collaborations Lastly the book helps readers craft an effective social media crisis management plan preparing them for potential crises handling negative publicity and rebuilding trust and reputation With its comprehensive coverage of social media marketing strategies this guide is a valuable resource for businesses looking to thrive in the digital age The SAGE Handbook of Digital Marketing Annmarie Hanlon, Tracy L. Tuten, 2022-06-10 Digital marketing changes the dynamics of traditional routes to market augments conversations and facilitates the measurement of activities by organisations and consumers alike This Handbook strives to advance the study and understanding of this domain and provides a digital marketing journey that flows from methods and methodologies It moves from the fundamentals to the different aspects of digital marketing strategy tactics metrics and management and ethics This Handbook brings together the critical factors in digital marketing as the essential reference set for researchers in this area of continued growth It is essential reading for postgraduate students researchers and practitioners in a range of disciplines exploring digital marketing Part 1 Foundations of Digital Marketing Part 2 Methodologies and Theories in Digital Marketing Part 3 Channels and Platforms in Digital Marketing Part 4 Tools Tactics and Techniques in Digital Marketing Part 5 Management and Metrics in Digital Marketing Part 6 Ethical Issues in Digital Marketing Plunkett's Advertising & Branding Industry Almanac 2006: Your Complete Guide to All Facets of the Business of Advertising, Marketing and Branding Plunkett Research Ltd, 2006-04 Vital to businesses of all types the fields of advertising marketing and branding are covered in depth in this important volume from advertising on radio and television to direct mail from online advertising to branding and public relations to paid search inclusion Analysis of trends globalization technologies finances and more This carefully researched book covers exciting trends in such areas as advertising agencies marketing consultants online advertising branding strategies global markets and more This reference tool includes thorough market analysis as well as our highly respected trends analysis Youll find a complete overview industry analysis and market research report in one superb value priced package It contains thousands of contacts for business and industry leaders industry associations Internet sites and other resources This book also includes statistical tables an industry glossary and thorough indexes The corporate profiles section of the book includes our proprietary in depth profiles of 334 leading companies in all facets of the advertising branding and marketing industry. Here you ll find complete profiles of the hot companies that are making news today the largest most successful corporations in the business Purchasers of either the book

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