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Ian Dodson

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The premier guide to digital marketing that works, and a solid framework for success *The Art of Digital Marketing* is the comprehensive guide to cracking the digital marketing 'code,' and reaching, engaging, and serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start with the customer and work backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels. The evolution of digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns. Get inside the customer's head with deep consumer research. Constantly improve your campaigns based on feedback and interactions. Integrate digital activities across channels, including traditional marketing. Build campaigns based on customer choice and control. Digital marketing turns traditional marketing models on their heads. Instead of telling the customer what to think, you find out what they already think and go from there. Instead of front-loading resources, you continually adjust your approach based on real interactions with real customers every day. Digital marketing operates within its own paradigm, and *The Art of Digital Marketing* opens the door for your next campaign.

From the Inside Flap If organizations and marketing professionals are to thrive in today's increasingly competitive world, they must develop and maintain their business operations and customer engagement in a constantly evolving digital environment. Written by Ian Dodson of the acclaimed Digital Marketing Institute, *The Art of Digital Marketing* offers an indispensable resource for tapping into the power of digital marketing. The text reflects the industry's best practices, current trends, and innovative insights that help to cultivate a competitive edge within an in-demand industry. The *Art of Digital Marketing* corresponds with the Digital Marketing Institute's certification program and can be used by anyone who wants to access the fundamentals of digital marketing. Designed to make learning simple, accessible, and convenient, *The Art of Digital Marketing* is an all-inclusive introductory handbook to the essential approaches, key concepts, and skills needed for kick-starting a digital marketing career. The guiding principle behind the text's innovative digital marketing philosophy can best be summed up as "Start with the customer and work backwards." The impact and effectiveness of any digital marketing campaign is only as good as the extent to which it takes into account and bases its activities on an empowered digital consumer. *The Art of Digital Marketing* outlines a proven marketing framework and shows how it can be implemented and managed effectively to reach the empowered consumer. The digital marketing framework is based on a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. **INITIATE:** A digital campaign is only as strong as the time spent interacting with the customer to find out what they want, where they are online, and how they like to be engaged with. **ITERATE:** Unlike traditional marketing models which rely on a front loading of investment and resources, digital marketing is an iterative, ongoing, always improving process based on customer interactions and outcomes. **INTEGRATE:** The third and crucial step in the process is about how it is crucial to integrate digital activities across various channels and also the means by which they are integrated with traditional marketing channels. *The Art of Digital Marketing* is a key resource for empowering professionals with the digital skills and knowledge needed to take control of their career and maximizing their potential. From the Back Cover **THE COMPREHENSIVE GUIDE TO UNLOCKING THE ESSENTIAL ELEMENTS OF DIGITAL MARKETING** "Vodafone's marketing community has responded well to the DMI offer. In particular the content is relevant and up to date, it's global and the opportunity to gain a recognized certification that complements the existing skill-set is highly attractive." —Mohsin Ghafoor, Vodafone From the Digital Marketing Institute comes a key resource that not only corresponds with the Institute's certification program but will also enlighten and inspire anyone who is interested in accessing the power of digital marketing. *The Art of Digital Marketing* is designed to be both practical and comprehensive. It contains the key concepts of digital marketing, the best practices of leaders in the field, and offers a review of the most current trends. In addition, the text offers a wealth of action plans and exercises that are designed to develop the skills needed to become effective digital marketers that produce consistent measurable results. Discover why the key to reaching today's empowered customers is to "Start with the customer and work backwards." Digital marketing departs from outdated marketing techniques and *The Art of Digital Marketing* offers a proven framework that outlines a clear pathway for reaching and retaining empowered consumers. *The Art of Digital Marketing* shows how to attract customers by talking to your customer through their cellphone, exciting their imagination with Digital Display masterpieces, delving into their psyche through SEO research, and intriguing them with email marketing that speaks to their own particular interests. This essential resource is written for a new breed of marketing professionals who recognize the power of the individual, and who understand and appreciate how digital works to implement customer-centric marketing strategies. About the Author **IAN DODSON**

is Co-founder and Director of the Digital Marketing Institute. The Institute has defined a set of qualifications for the digital marketing industry which are now the most widely taught global certifications available in over 70 countries worldwide. These qualifications act as an educational and professional pathway for students, educators and employers. Passionate about student centric outcomes and an advocate of education and digital literacy, Ian believes digital technologies are enabling tools for raising economic and social standards globally.