



DIGITAL MARKETING

INTEGRATING STRATEGY AND TACTICS WITH VALUES

A GUIDEBOOK FOR EXECUTIVES, MANAGERS, & STUDENTS

Executive's Guide

From Traditional Business to
Digitally Integrated Organization

By

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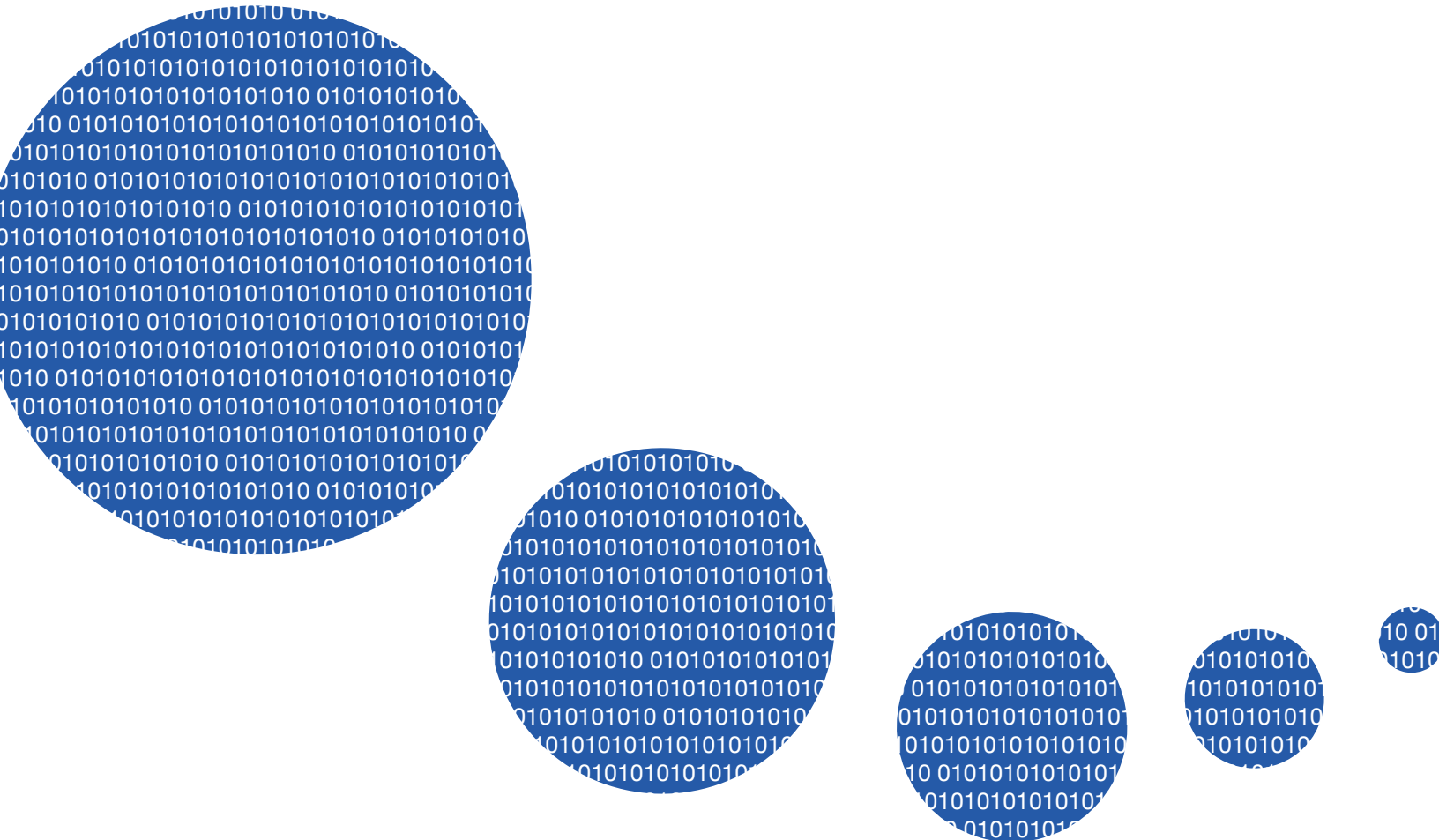
Oct 2014

Executive Summary

Digital is changing the way business operates, forever altering the content of messaging, control of brand, interaction with customers, and communication with stakeholders. We are all, to some degree, students of the digital evolution – executives and non-profit managers, owners and entrepreneurs, professors and instructors, undergraduates and MBAs.

Even though we each may have different experiences and responsibilities, we all face the same overarching challenge: to rapidly prepare for the *Digital Tsunami* already reaching our shores and learn how to effectively respond to the rapid digital transformation following in its wake. Doing so requires individuals and organizations have the confidence and understanding to make *digital integration a strategic imperative*.

Digital Marketing: Integrating Strategy and Tactics with Values (Routledge, October 2014) prepares executives and managers for the challenges of marketing in the digital age, for the transition from a traditional business to a *Digitally Integrated Organization*. It is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides individuals and organizations a clear roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage.



The Need

One doesn't have to look too hard to find evidence of the profound impact digital is having on the marketing function. The following statistics from a 2013 research report issued by Adobe (aptly titled [Digital Distress: What Keeps Marketers Up at Night?](#)), reflect the "digital dilemma" facing marketers:

- Only 9% of respondents strongly agree with the statement, "I know our digital marketing is working."
- 66% of all marketers think their companies won't succeed unless they have a successful digital marketing approach.
- 82% of marketers admit that they don't have formal digital training and are learning on the job.
- 76% of marketers are struggling to keep up because the marketing profession has changed more in the past two years than it has in the past 50.

These sentiments are underscored by comments from leading marketers operating on the front lines of digital transformation:



"Marketers are facing a dilemma: They aren't sure what's working, they're feeling underequipped to meet the challenges of digital, and they're having a tough time keeping up with the pace of change in the industry... What's worse no one hands you a [playbook on how to make it work](#)."

Ann Lewnes, CMO, Adobe Corporation



"There are hundreds of thousands of people who were trained and mentored, and studied classical marketing, and they got good at it.... Unfortunately, the world has changed – and [that education is no longer relevant](#)."

Clark Kokich, Former Chairman, Razorfish

Marketers are not the only ones who must grapple with the demands of digital transformation, which permeate all levels of the enterprise, including CEOs:



Although the impact of digitization is not new, the digital economy is entering a new age that presents unprecedented challenges for all CEOs. Digital tools are invading the business environment, provoking significant changes in the way we work, communicate, and sell. This has given rise to new opportunities and challenges, and has triggered the Digital Transformation of enterprises.

Capgemini Consulting

The Solution

Executives and managers across virtually every industry segment and business function must be prepared to navigate the *Digital Tsunami*. Many will be called on to lead marketing and digital transformation initiatives within their organization. **Digital Marketing** is written for them, offering step-by-step guidance on how executives and managers can leverage digital to sustain and grow their organizations now and into the future.

Digital Marketing: Enhancing the Executive Experience

To find success in today's business environment, an organization's product or service must be delivered as part of a holistic customer experience (CX). Such is the case in business education, where the "product or service" must be delivered as part of a broader *executive experience (EX)* that shapes the way executives engage with and leverage digital to improve their management strategy.

With a focus on the *EX*, **Digital Marketing** is a primer for digital literacy and preparedness, arming executives and managers with the tools they needed to sift through the profusion of choices and data characteristic of today's ever-changing digital landscape to more efficiently

- Translate digital trends into business opportunities.
- Bridge the 5-generation communication gap to facilitate employee collaboration.
- Integrate digital best practices to enhance campaign performance and ROI.
- Incorporate broad data to strengthen competitive position.

With its innovative organization, content, and delivery, **Digital Marketing** offers visionary guidance and practical information to executives and managers, enhancing the *EX*.



Organization

Much more than a stale repository of information, **Digital Marketing** is a dynamically updated guidebook and interactive learning resource. Written in a progressive narrative format to aid comprehension, the book incorporates a number of specially designed features to help the reader address any questions and challenges quickly and easily:



Fast Facts provide current statistics and facts on the topic at hand.



Case Studies offer real-world examples of applied digital marketing in small, mid-size, and large businesses and nonprofits.



Takeaways are bulleted points at the end of each chapter summarizing the highlights and best practices covered.



Expert Insights are brief 150-200 word impressions from experts relating their own experiences along the *Path to Digital Integration*.



Glossary provides detailed explanations of the digital vocabulary referenced throughout the book.



Shout Outs are comments by executives and managers reflecting the real-world challenges faced by many small, mid-size and large businesses. They serve as mini-case studies linking to articles with details on specific best practices.



Broad Learning Solutions (BLS) is a fictitious company going through the experience of digital transformation; references to its experiences are integrated throughout the book. The interactive dialogue between the *BLS* management team and its consultants provides the reader with a window into the common challenges organizations face along the *Path to Digital Integration*.



Digital Diagnostics are tools for self-reflection; they are meant to help practitioners and executives ask the right questions as they face up to some of their old habits and conditioning. *Digital Diagnostics* are placed throughout the narrative so the reader can take an accurate snapshot of where their organization really is on the *Path to Digital Integration*. Taking a digital snapshot is a necessary step to becoming a leader and innovator in the emerging digital culture. Instructors can use these diagnostics as motivational questions for discussions.

Content

Digital Marketing uses rich content media, including text, video, graphics, and augmented reality (AR) to emphasize the importance of integrating digital strategy and tactics with values to achieve organization-wide digital transformation. Bringing the reader through its five-step *Path to Digital Integration* (Mindset, Model, Strategy, Implementation, and Sustainability), **Digital Marketing** seeks to

- Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity.
- Evaluate the digital channels and technologies management teams can leverage to execute a successful *Integrated Digital Marketing* strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus).
- Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation.
- Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders.



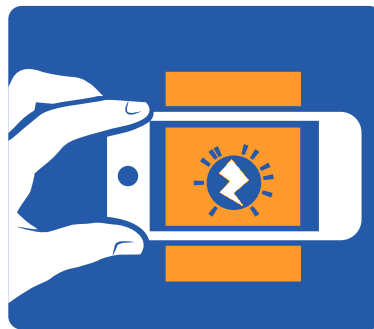
Delivery

Digital Marketing is a product of a unique collaboration of Baby Boomers, GenXers and Millennials, and is designed to be graphically attractive, user friendly, and interactive. More than a static textbook, **Digital Marketing** is an innovative learning resource that combines print, mobile, video, and internet media to create a truly *Connected Digital Experience (CDE)*:

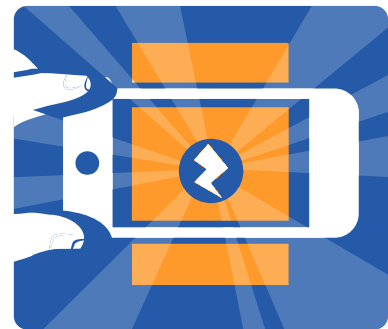
- The Zappar augmented reality mobile app allows the reader to activate the “Discover More” and “Play Video” icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, [Digital Marketing Resource Center](#).
- The Play Video icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around each video.



READY



AIM



ZAP

Download the free *Zappar* app and point the camera on your device to the *Zapcode* below to learn more about how the *Connected Digital Experience* truly works!



Digital Marketing: Facilitating Executive Training

To facilitate live executive training seminars, the five units that comprise **Digital Marketing** can be regrouped into seven (interrelated or independent) action-oriented training modules:

1

Digital Mindset – Offers a broad summary of the core values and fundamental attributes of the digital culture that shape the digital mindset – a foundational element of digital transformation which influences decision making and strategy at all levels.

2

New Marketing Normal – Provides a detailed analysis of how the core components of the traditional marketing function have been redefined and reapplied in the context of the digital marketplace.

3

Integrated Digital Marketing (IDM) Strategy – Takes a deeper dive into the comprehensive strategic model that operationalizes the best practices of the *New Marketing Normal*. *IDM* merges multiple digital channels, platforms, and media to help organizations achieve their goals by providing value for and building sustainable relationships with their target audience.

4

IDM Tactical Execution – Offers an engaging overview of the tactics and tools (internet, social, mobile) needed to execute an effective *IDM* strategy.

5

Digital Implementation – Provides a detailed examination of the steps taken to implement organization-wide digital transformation. Specific attention is given to executive buy-in and the alignment of organizational goals to incorporate digital, issues related to the structural integration of digital, and the measurement and evaluation strategies used to determine the ROI of digital.

6

Digital Transformation – Uses the five-step *Path to Digital Integration* as a diagnostic tool to examine the organization's journey through the various stages of digital transformation, which culminate in its evolution into a *Digitally Integrated Organization*. This process is viewed through the eyes of Bill, CEO of *Broad Learning Solutions*.

7

Sustainability – Offers a brief overview of the integration of economic and societal development within the organization to build shared value. It analyzes how core values and organizational goals are integrated into strategic planning to develop a sustainable corporate strategy that generates an equitable return on investment for all stakeholders.

A Roadmap for Digital Transformation

Digital Marketing: Integrating Strategy and Tactics with Values is much more than your average book on digital marketing. It is a dynamic, interactive training manual created to help executives and managers weather the massive disruption caused by the *Digital Tsunami* so they can harness its abundant power for competitive advantage.

Perhaps most importantly, ***Digital Marketing*** serves as a roadmap for digital transformation. It offers executives and managers the step-by-step guidance and real-world insight needed to navigate their organizations through the rough waters of the *Digital Tsunami* in order to achieve the long-term sustainability characteristic of the *Digitally Integrated Organization*.

For more information visit:

[Digital Marketing Resource Center](http://www.dmresourcecenter.org)

[www.dmresourcecenter.org]

(Routledge – October 2014)

