



# Understanding DIGITAL MARKETING

Marketing strategies for  
engaging the digital generation  
*By*

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## ABSTRACT

*Understanding Digital marketing is an informative, practical and an easy to read book that takes you on a journey into the world of Digital Advertising. It helps the reader to understand how one can harness the burgeoning power of digital media to drive one's business to the crest of the digital marketing wave and sustain the same.*

## KEYWORD

Internet

Digital Marketing

Search Engine

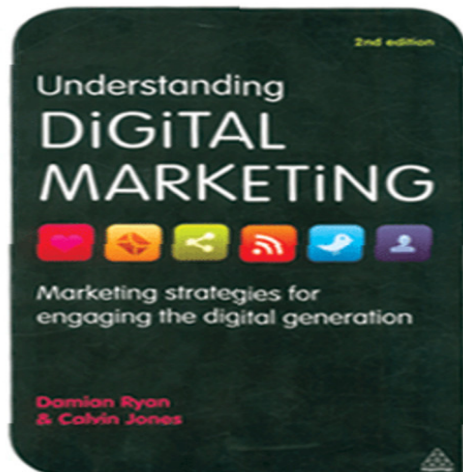
Social Media

Mobile Marketing

Black Hat

Online PR

Affiliate Marketing



Book Review - By Akanksha Khanna

Today, the world is characterized by Digital Revolution that is taking place at a phenomenal pace. People are embracing digital technology to communicate in ways that would have been inconceivable a few years ago. Not only the techno-savvy but the ordinary people are embracing digital technology in their day to day lives.

In today's world, internet access has become practically omnipresent, and the widespread availability of always on broadband connections means that people are now going online to do everything from shopping to checking their mobile bills, bank statements, playing games etc.

This book will help the practitioner as well as students in unraveling the mysteries of digital marketing.

The book comprises a total of 11 chapters. Each chapter begins with a summary of its content. The book facilitates easy understanding of how to successfully use the internet to sell products and services.

The book begins with the origins of the medium and takes through the various disciplines of digital marketing campaigns.

The book helps the reader go through various facts, figures, comments and opinion from acknowledged experts, brands and organizations in different fields getting them to spill the beans on how net delivered goods for them.

Areas like search marketing, affiliate marketing, e-mail marketing, creative online executions have been delved by author in a very lucid way.

Various case studies at the end of each chapter lets the reader understand the concept through practical examples and real life situations and strategies adopted by organizations.

The authors takes us to understand the sinister side of digital marketing by throwing some light on its darker side and helping the reader to examine the world of 'black-hat marketing'.

Towards the end the authors discuss the key trends that are shaping the digital marketing landscape of the future; the evolving relationship between consumers and marketers; challenges the digital marketers will face in the next three years and what all one need to do to future-proof one's business.

Throughout the book the authors have avoided technical jargons wherever possible and have tried to present the information in plain, clear English. Wherever specific digital marketing terminology was unavoidable, a brief definition has been provided in the text itself. To supplement the definitions, a glossary is at the end of all the chapters which further enhances the knowledge even for a complete digital novice.

