



# Digital Marketing Management: A Handbook for the Current (or Future) CEO

*Debra Zahay*

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## **Digital Marketing Management: A Handbook for the Current (or Future) CEO** Debra Zahay

This book is for managers and would-be managers who need to upgrade their knowledge of digital marketing. Told from the perspective of marketing strategy, it puts digital marketing in the context of firm strategy selection. The first step in digital marketing is to understand your company and your brand. The second step is to put content and keywords on your website so that they can be found in search. Third, use the other delivery platforms of digital marketing, e-mail, social, and mobile, to deploy that content to the customer. The final topics in the book focus on the importance of data management and privacy. The author discusses how to develop a database and to create an organization that puts data quality at its center. These practices are as critical to digital marketing success as the delivery platforms. Without quality data, no digital marketing program can be successful.

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