

# Emarketing Excellence - , Dave Chaffey

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'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to: Draw up an outline e-marketing plan Evaluate and apply e-marketing principles & models Integrate online and offline communications Implement customer-driven e-marketing Reduce costly trial and error Measure and enhance your e-marketing Drive your e-business forward As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design. Author: Smith, PR Author: Chaffey, Dave Publisher: Routledge Illustration: N Language: ENG Title: eMarketing eXcellence Pages: 00360 (Encrypted EPUB) / 00360 (Encrypted PDF) On Sale: 2012-10-12 SKU-13/ISBN: 9780750653350 Category: Business & Economics : General Category: Business & Economics : Marketing - General

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