

vii

Last Words

The Internet is a dynamic and exciting environment. It has changed the way we communicate and express ourselves, and it has forced companies and individuals to change the way in which we do business.

With this textbook, you have a solid guide to the tools and tactics of digital marketing. Each of the tactics on its own can do wonders to boost your business, but the best digital marketing strategy comes from an integrated, customer-centric approach.

As marketing geeks the world over will tell you, markets are conversations. The Internet has given customers a platform for responding to the marketing and advertising messages to which they are being exposed, revealing opportunities for companies and brands to engage in two-way conversations instead of one-way broadcasts. It has revealed the declining effectiveness of one-size-fits-all mass communication, and instead allows for cost-effective mass communication.

Owing to the nature of the Internet, digital marketing campaigns are highly trackable and measurable, and can be targeted and customised. Response and awareness can be measured and monitored through online monitoring tools. Companies and customers can use the same social media platforms to express themselves and communicate with each other.

Keeping up to date

NOTE

With the web being so dynamic, we can only ever hope to offer you the foundations for your digital marketing in a printed textbook. Every chapter includes some of the best resources we know of from industry experts who will help you to keep up to date with this exciting medium.

This book is also supported by an online resource centre at www.quirk.biz/emarketingtextbook. That's the first place to look for any updates, as well as more case studies showcasing the techniques outlined in this book.

The QuirkStars regularly blog at www.gottaquirk.com. We have regular tips from our digital marketing strategists, as well as round-ups of some of the best Internet campaigns. And you should definitely sign up for the Quirk newsletter for a fortnightly fix of all the best that there is in the world of digital marketing: www.quirk.biz. You can also follow the QuirkStars on Twitter. Follow Quirk at [www.twitter.com/quirkagency](https://twitter.com/quirkagency), or follow the QuirkStars by using the list at twitter.com/quirkagency/lists/quirkstars.

If you have feedback for us or some unanswered questions, or if you think there is anything we've missed, let us know! You can email us directly on textbook@quirk.biz.

The next step

We hope you're even more enthusiastic about the web than when you began – and now is the time to turn that enthusiasm into action!

Why not start a blog? It's free to start a blog using www.wordpress.com or www.blogger.com. Open a Twitter account for yourself at www.twitter.com. As mentioned earlier, you can follow the QuirkStars to get a taste of what can be found on Twitter, and they'll often retweet or mention other people who are good to follow.

Use what you've learned in order to help out a small business or non-profit organisation. Perhaps set up their first Facebook page, or a simple website using www.withtank.com or www.yola.com. Use Google alerts (www.google.com/alerts) to get an overview of who is talking about your brand (or even about you!).

Go through the chapters and start your own reading list based on the 'Further Reading' sections.

Take your learning a step further, and get a certification that proves how much you know! Google offers certifications for both AdWords (www.google.com/adwords/professionals/individual.html) and Google Analytics (www.conversionuniversity.com).

For a more structured approach, have a look at the courses on offer from Red & Yellow. They offer an ever-evolving and updated knowledge base on digital marketing and communications, and also offer online training courses that can be accessed the world over. You can find these at www.redandyellow.co.za.

Further reading

www.cluetrain.com – the website for the Cluetrain Manifesto, where you can read the entire book at no charge. This seminal work shows how 'markets are conversations'.

www.gottaquirk.com – the blog from the minds of Quirk

[www.twitter.com/quirkagency](https://twitter.com/quirkagency) – Quirk's Twitter account