Fifth edition published 2017 by Routledge 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge 711 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2017 Dave Chaffey and PR Smith

The right of Dave Chaffey and PR Smith to be identified as authors of this work has been asserted by them in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Trademark notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

First edition published by Butterworth Heinemann/ Elsevier 2001 Fourth edition published by Routledge 2013

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging in Publication Data

Names: Chaffey, Dave, 1963- author. | Smith, P. R. (Paul Russell), 1957- author. | Smith, P. R. (Paul Russell), 1957- eMarketing excellence.

Title: Digital marketing excellence : planning and optimizing your online marketing / Dave Chaffey and Paul R. Smith.

Other titles: Emarketing excellence.

Description: 5 Edition. | New York: Routledge, 2017. | Revised edition of the authors' Emarketing excellence, c2013. | Includes bibliographical references and index.

Identifiers: LCCN 2016041418 (print) | LCCN 2016055724 (ebook) | ISBN 9781138191686 (hardback : alk. paper) | ISBN 9781138191709 (pbk. : alk. paper) | ISBN 9781315640341 (ebk) | ISBN 9781315640341 (eBook)

Subjects: LCSH: Internet marketing. Classification: LCC HF5415.1265 .S615 2017 (print) | LCC HF5415.1265 (ebook) | DDC 658.8/72--dc23 LC record available at https://lccn.loc.gov/2016041418

ISBN: 978-1-138-19168-6 (hbk) ISBN: 978-1-138-19170-9 (pbk) ISBN: 978-1-315-64034-1 (ebk)

Typeset in Bembo by Servis Filmsetting Ltd, Stockport, Cheshire

Visit the companion website: www.routledge.com/cw/chaffey



Printed and bound in Great Britain by TJ International Ltd, Padstow, Cornwall

## Contents

List of tables  Preface to the fifth edition  Acknowledgements	xvii xix
	xix
Acknowledgements	
	xxix
Chapter 1 Introduction to digital marketing  1.1 Introduction 1.2 Situation – the connected world 1.3 Situation – B2C, B2B, C2B and C2C 1.4 Situation – digital marketing definitions 1.5 Situation – sloppy digital marketing 1.6 Objectives 1.7 Objective – sell – using the Internet as a sales tool 1.8 Objective – serve – using the Internet as a customer-service tool 1.9 Objective – speak – using the Internet as a communications tool 1.10 Objective – save – using the Internet for cost reduction 1.11 Objective – sizzle – using the Internet as a brand-building tool 1.12 Introduction to digital marketing strategy objectives 1.13 Tactics, action and control	1 2 4 9 13 21 23 26 30 34 39 41 42 44
Chapter 2 Remix 2.1 Introduction to remix 2.2 What is the marketing mix? 2.3 Beyond the mix 2.4 The mix is morphing 2.5 Product 2.6 Price 2.7 Place 2.8 Promotion 2.9 People	50 52 54 58 59 64 71 75 81

	CONTENITO	2
VIII	CONTENTS	2

	92
2.10 Physical evidence	94
2.11 Process	97
2.12 An extra 'P' – partnerships	
a pt to I modele	103
Chapter 3 Digital models	104
3.1 Introduction to digital models	106
3.2 Online revenue models	110
3.3 Intermediary models	115
3.4 Attribution models	123
<ul><li>3.5 Communications models</li><li>3.6 Customer information processing models</li></ul>	128
3.6 Customer information processing models	130
3.7 Customer buying process models	136
3.8 Loyalty models	139
<ul><li>3.9 Social media models</li><li>3.10 Social business models and the Ladder of Engagement</li></ul>	143
5.10 Social Sussission	
	159
Chapter 4 Digital customers	161
4.1 Introduction to digital customers	170
4.2 Motivations	177
4.3 Expectations	182
4.4 Fears and phobias	185
4.5 Online information processing	192
<ul><li>4.6 The online buying process</li><li>4.7 Online relationships and loyalty</li></ul>	197
· · I min   motorrory C	201
	204
<ul><li>4.9 Customer profiles</li><li>4.10 Researching the online customer</li></ul>	208
4.11 The post-literate customer	215
	222
Chapter 5 Social media marketing	223
The social media marketing and Wily is it important.	224 232
7.2 Panchmarking and setting goals for social media marketing	237
7.2 Croate strategy and plan to manage social incula	247
	253
5.5. Dayslop the content marketing and engagement strategy for your strategy	256
5.6 Define social media communications strategy	274
5.6 Define social fields community for the core social media platforms	283
5.8 Social media optimization (SMO)	203
	293
Chapter 6 Designing digital experiences	295
6.1 Introduction to site design	308
6.2 Integrated design	301

		CONTENTS	ix
6.3	Online value proposition	313	
6.4	Customer orientation	318	
6.5	Dynamic design and personalization	321	
6.6	Aesthetics	324	
6.7	Page design	333	
6.8	Content strategy and copywriting	338	
6.9	Navigation and structure	341	
6.10	Interaction	345	
6.11	Mobile site design	349	
Char	eter 7 Traffic building	361	
7.1	Introduction to traffic building	363	
7.2	Search engine marketing: SEO	368	
7.3	Paid or Pay Per Click search marketing	384	
7.4	Banner advertising	394	
7.5	Native advertising	408	
7.6	Online PR	409	
7.7	Online partnerships	417	
7.8	Opt-in email	425	
7.9	Viral marketing	428	
7.10	Offline traffic building	430	
Chap	oter 8 Customer lifecycle communications and CRM	441	
8.1	Introduction to e-CRM	443	
8.2	Relationship to customer lifecycle marketing	447	
8.3	Database marketing and marketing automation	459	
8.4	Using marketing technology to support CRM	469	
8.5	Profiling	475	
8.6	Personalization	480	
8.7	Email marketing	484	
	Control issues	488	
	Cleaning the database	490	
8.10	Making it happen	493	
Char	oter 9 Managing digital marketing	502	
9.1	Introduction	504	
9.2	Transformation to digital business	505	
9.3	Creating the social business through implementing social CRM	510	
9.4	The endless journey – reviewing digital marketing capabilities	515	
9.5	Budgeting for digital marketing	516	
9.6	Making the business case for digital marketing investment	520	
9.7	Selecting the right suppliers for digital marketing	527	

## x CONTENTS

	and the second second	530
9.8	Change management for digital transformation	535
9.9	Measuring and optimization digital marketing with digital analytics	540
9.10	Automation	543
9.11	Implementing new systems	548
9.12	Managing data quality	549
9.13	Digital business security	
		555
Cha	pter 10 Digital marketing plan	557
10.1	Introduction to digital marketing planning	562
10.2	Situational analysis	574
	3 Objectives	581
	4 Strategy	590
	5 Tactics	597
	6 Actions	601
10.	7 Control	610
	Man Manay and Minutes	615
Ant	8 The 3Ms resources: Mell, Molley and Mindees pendix: Huawei smartphones – digital promotional plan for the Irish market	OI.
11PI		627
Glo	ossary	
		64
Inc	lex	

## Figures

1.1	SOSTAC® planning framework	3
1.2	The growth of Zalando	7
1.3	Options for online communications between an organization and	
	its customers	9
1.4	Product categories at Alibaba	10
1.5	Eight key digital marketing activities to manage in all organizations	15
1.6	Euroffice Office Supplies serving B2C and B2B markets	18
1.7	Digital marketing sloppiness causes high attrition rates	22
1.8	Ultralase	26
1.9	ROPO matrix showing main cross-channel customer behaviours	27
1.10	Online opportunities for product and market innovation	29
1.11	Categories of media: paid, owned and earned	35
1.12	Inbound marketing infographic	37
1.13	Using the Smart Insights RACE Planning framework to link business	
	objectives to digital marketing tactics	45
2.1	The 7Ps of the classic marketing mix	53
2.2	Reevoo consumer product rating site	56
2.3	Bizrate.co.uk online shopping comparison site	57
2.4	Apple apps	60
2.5	Virtual Zippo® Lighter app	61
2.6	Gibson's free app helps guitarists; they can choose a tuning on the 'Mode'	
	page so the tuner will only track notes for that particular tuning	62
2.7	The Gibson app features a standard metronome that allows users	
	to choose a specific BPM or tap the screen three times to automatically	
	set the tempo. Other key features of the app include over 30 chord charts	
	with finger markings to help the user with mastering the chord	62
2.8	The Gibson app announces new products, artist activity, news stories,	
	interesting and factual features, exclusive contests and special events	63
2.9	Unilever's Domestos Flushtracker app	63
2.10	Helping customers to make decisions	65
2.11	New York's Central Park QR codes allow visitors to enhance their	
	experience	67
2.12	MoneySupermarket.com	73
2.13	EC21 global B2B marketplace	74
2.14a	www.pricewatch.com	76