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## 693 - MICHAELA CULLEN

### Digital Marketing: Integrating Strategy and Tactics with ...

The obvious starting point for integrating traditional and digital marketing strategies involves crafting a cohesive strategy across multiple communication channels to optimize reach and frequency ...

Digital Marketing: Integrating Strategy and Tactics with Values uses the five-step Path to Digital Integration as a diagnostic tool to examine the organization's incremental journey through the various stages of digital integration and transformation, which culminates in its evolution into a Digitally Integrated Organization.

Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage.

### Integrated Digital Marketing Strategies

#### John Smith's - Digital Marketing: Integrating Strategy and ...

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into ...

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### Digital Marketing Integration: The Impact Of Cross-Channel ...

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#### Integrated Digital Marketing: what is and why you need ...

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An integrated Digital Marketing strategy is always crafting the same feeling on every touchpoint and interaction of your customer with your brand. You can do that by unifying every channel and planning your tactics with one single goal in mind, getting all of them to work together to move your customer further in the buyer's journey.

### Traditional and Digital Marketing: How to Integrate the ...

#### Digital marketing - Wikipedia

#### Integrated Digital Marketing - Smart Insights

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### Why an Integrated Digital Marketing Campaign is Needed ...

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Integrated digital marketing strategies rely on all the tactics, methodologies, channels, media and tools to work together toward a defined goal that is centered on the client or customer needs. An integrated digital marketing strategy is built on the same basis as any other business strategy. You need to: Have a clear mission statement

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Even though more businesses are interested in focusing on digital marketing, integrating the two strategies as seen above will have more benefits. It is good to strategize and analyze the benefits of bringing them together. Those businesses that have already done this can attest how fruitful it is.

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You need to clearly show the linkages between digital and marketing strategy. The long-term aim should be to integrate your digital plan into your marketing communications plan. Please see our Digital Strategy Toolkit for more details on this. Link to Digital Strategy Toolkit and example marketing plan Barrier 2. Teams working in competing silos

### Integrated Digital Marketing - Smart Insights

Defining integrated marketing. Traditionally, definitions of integrated marketing focus on integrated marketing communications (IMC), but we believe these are no longer fit for purpose since they imply an old media mindset of campaigns with broadcast and push communications that are one-way and not interactive. Digital media and the web have brought us the opportunity to share via social media ...

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To get you thinking about how you can implement integrated digital marketing into your business strategy, here is a quick snapshot of 6 key elements that go into the IDM process. DIGITAL PRESENCE MANAGEMENT. A business website is the cornerstone of your brand's online presence.

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