

# Digital Marketing

Raj Sachdev

1264449356 • 9781264449354

© 2025



## Overview

Digital Marketing 1e is targeted primarily for undergraduate courses with flexibility to support certificate and graduate programs. Twelve chapters with three foundational chapters covering general topics of digital marketing and seven chapters focused on how to use marketing theory and concepts, in combination with digital marketing tools, to “do digital marketing.”

Relevant chapters designed to engage students through “Thinking about Global Digital Marketing”, “Legal and Ethical Issues”, “Privacy and Security Considerations” and “Value Creation”

Designed to support multiple teaching formats through McGraw Hill’s Connect with personalized reading experience of Smartbook, variety of test bank questions to reinforce application and Application-Based Activities to challenge critical thinking and problem-solving skills in real-world scenarios.

## What You Need to Know

### Strategic and Analytical Approach

Grounded in marketing theory and concepts taking a strategic and analytical approach with global examples.

### Hands-on Projects

Hands-on digital marketing exercises, including mocking up a website (using tools, not programming), creating Google search ad campaigns, creating social media and community content with additional direction toward industry certifications such as Google Ads, Social Media, and Email Marketing.

### Current Digital Tools

Latest digital marketing tools with emphasizing current marketing trends and showcasing how tools should be applied.



### Depth of Topic Coverage

Low ☐ ☐ ☐ ☒ ☐ High



### Writing Style

Current, strategic, analytical with emerging tools

## Table of Contents

1. Digital Marketing in a Digital World
2. Creating Value through Digital Marketing Strategy
3. Digital Consumer Behavior and Customer Relationship and Experience Management
4. Website Marketing Strategy
5. Search Engine Optimization (SEO) Strategy
6. Search Engine Marketing (SEM) Strategy
7. Email Marketing Strategy
8. Social Media and Community Marketing Strategy
9. Mobile Marketing Strategy
10. Digital Brand, Trust, and Reputation Management Strategy
11. Digital Marketing Legal, Ethical, Privacy, and Security Considerations
12. Trends and the Future of Digital Marketing

## Education for All? We're All In.

We offer a range of affordable, engaging learning solutions wrapped in dedicated support services to aid effective teaching and learning. Faculty and students enjoy the freedom to choose, based on their needs and course goals.



## Big Changes in this Release

### Responsive Content Evolution

Updates to reflect the dynamic nature of digital marketing and ever-evolving industry.

### Metaverse Integration and Tech Trends

Inclusion of Metaverse marketing strategies and discussions on generative AI with emerging technologies like Blockchain AI and Meta glasses.

### Platform Innovations and Legal Adaptations

Updated social media platform details, including X's rebranding and new features like "hashfettis" on TikTok. Expansion of digital marketing law coverage with global perspectives and considerations for new initiatives like the Privacy Sandbox.

### Application-Based Activities

Highly interactive, assignable exercises boost engagement and allow students to apply concepts learned to real-world scenarios. Each ABA involves the application of multiple topics providing the ability to synthesize information and use critical-thinking skills.