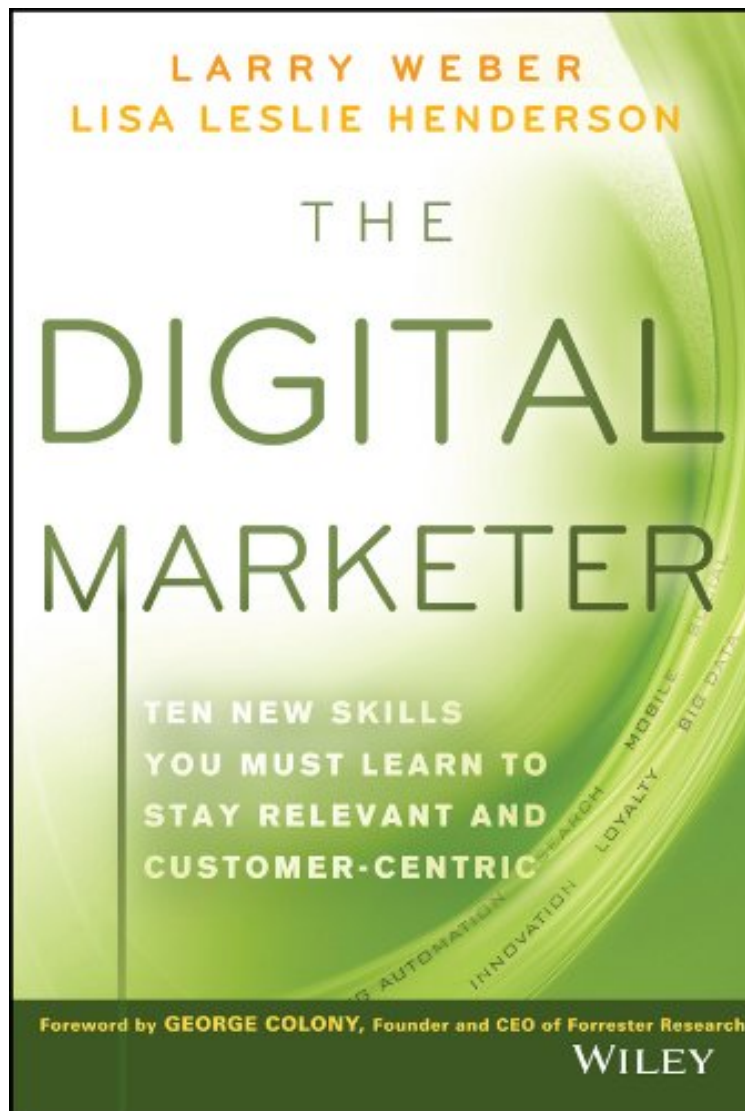


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The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric

Larry Weber, Lisa Leslie Henderson
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Larry Weber, Lisa Leslie Henderson : **The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric:

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move along. 4 of 6 people found the following review helpful. An absolutely essential read for people in marketing, sales, PR, content marketing, social media marketing. By Big Daddy Fitz. Larry Weber built the biggest tech PR firm in the world. Ten years before anyone else, he accurately predicted how social media would change traditional media, forever. With *The Digital Marketer*, and these ten skills, he again gives us a look into the future of marketing, but in a way that is refreshingly actionable today. For people new to marketing and for those that have been in the profession for a while, an absolutely essential read.

Big data. Digital loyalty programs. Predictive analytics. Contextualized content. Are you ready? These are just a few of the newest trends in digital marketing that are part of our everyday world. In *The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric*, digital marketing guru Larry Weber and business writer and consultant Lisa Leslie Henderson explain the latest digital tools and trends used in today's marketing initiatives. *The Digital Marketer* explains: The ins and outs of this brave new world of digital marketing. The specific techniques needed to achieve high customer engagement. The modern innovations that help you outperform the competition. The best targeting and positioning practices for today's digital era. How customer insights derived from big and small data and analytics, combined with software, design, and creativity can create the customer experience differential. With the authors' decades of combined experience filling its pages, *The Digital Marketer* gives every marketer the tools they need to reinvent their marketing function and business practices. It helps businesses learn to adapt to a customer-centric era and teaches specific techniques for engaging customers effectively through technology. The book is an essential read for businesses of all sizes wanting to learn how to engage with customers in meaningful, profitable, and mutually beneficial ways.

From the Inside Flap. Big data. Digital loyalty programs. Predictive analytics. Contextualized content. Are you ready? These are just a few of the newest trends in digital marketing that are part of our everyday world. In *The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric*, digital marketing guru Larry Weber and business writer and consultant Lisa Leslie Henderson explain the latest digital tools and trends used in today's marketing initiatives. Modern communications technology is irrevocably altering human behavior and causing seismic shifts in marketing philosophy, practices, and careers. Although marketing is still about creating and keeping customers, the how-to questions for accomplishing this have changed considerably. To help make sense of it all, *The Digital Marketer* explains: The ins and outs of this brave new world of digital marketing. The specific techniques needed to achieve high customer engagement. The modern innovations that help you outperform the competition. The best targeting and positioning practices for today's digital era. How customer insights derived from big and small data and analytics, combined with software, design, and creativity can create the customer experience differential. Just five years ago marketing was a very different practice. Today powerful new digital tools and updated approaches have transformed the field, merging together long-held marketing and advertising roles to form a new era in customer-centric marketing practices. *The Digital Marketer* teaches you how to connect with today's informed and vocal customers by moving away from traditional producer-based strategies. Instead, companies will learn to set new standards for their customers' experiences to make their marketing activities more personal and meaningful. The authors team up to not only help you understand and implement this new style of marketing, but to also make sense of the rapidly evolving technology available today. The book includes full discussions of critical marketing topics, such as native advertising, social communities, marketing automation, software integration, ubiquitous mobile and tablet technology, location-based services, design thinking, customer journey analysis, rich content, blending new and traditional media, marketing attribution analysis, marketing agility, and more. These new tools and practices are disruptive and multifaceted and can be overwhelming. *The Digital Marketer* reduces this complexity by distilling them into 10 skills, using concrete case studies and examples as illustrations. The authors also develop an overarching framework to explain how these skills work in sync to create remarkable customer experience — the primary source of differentiation for organizations across every sector going forward. With the authors' decades of combined experience filling its pages, *The Digital Marketer* gives every marketer the tools they need to reinvent their marketing function and business practices. It helps businesses learn to adapt to a customer-centric era and teaches specific techniques for engaging customers effectively through technology. The book is an essential read for businesses of all sizes wanting to learn how to engage with customers in meaningful, profitable, and mutually beneficial ways.

From the Back Cover. Praise for *The Digital Marketer* "The world of work changes faster than ever. As Larry Weber and Lisa Henderson explain here, 'Standing still is extraordinarily risky.' But taking action just to take action is no solution. With so many options at hand, it's important to think strategically. This book can help marketing professionals see what new tools are out there, what's working for others, and what might work for them." —Reid Hoffman, cofounder and chairman of LinkedIn, and coauthor of the #1 New York Times bestseller *The Start-up of You* "On the surface, thinking about how to market successfully in a consumer-centric world sounds simple. But, it's actually not. There are more marketing channels to consider. There is far more relevant data to analyze. Consumers are less loyal and more

fickle than ever. The effects of social media and mobile technologies are everywhere. And, of course, technology is changing at lightning speed. Marketers everywhere need to embrace this new customer-centric world, not ignore it. The "digital geniuses" aren't going back into their bottle and neither is the consumer. We are at the beginning of a long, exciting evolution in marketing. Enter *The Digital Marketer*, Larry Weber and Lisa Leslie Henderson's new book. It is a must-read guide on how to become a leader in this new world. — Linda B. Gridley, President and CEO, Gridley and Company LLC "The Digital Marketer comes at the perfect time, as customers take control of the buying process. At eBay we live this every day, and know how important keeping the customer at the center of our work is. The Digital Marketer is an excellent guide to the new marketing reality!" — John Donahoe, President and CEO, eBay Inc. "Weber has a keen understanding of the future of marketing. As the brave new world of digital marketing gets more complicated, and brands need to engage more with their customers — a trusted guide is necessary. The Digital Marketer is that guide." — Linda Boff, Executive Director, Global Digital Marketing, GE "Weber captures the essence of what every marketer needs to know as technology becomes increasingly embedded in our lives in multiple formats from tablets, to embedded devices, all the way down to levels like sensors in traffic lights. The massive amount of resulting data and the ability to process it enables a more sophisticated marketing experience that every marketer needs to be ready for. Are you?" — Ian Drew, Chief Marketing Officer and EVP, ARMA

About the Author LARRY WEBER is Chairman and CEO of Racepoint Global, an advanced marketing services agency. He is a globally known expert in public relations and marketing services and frequent public speaker. Larry is also the author of four additional books on marketing, technology, and leadership: *Sticks Stones: How Digital Business Reputations Are Created Over Time...And Lost in a Click* (Wiley Sons, 2009), business bestseller *Marketing to the Social Web: How Digital Customer Communities Build Your Business* (Wiley Sons, 2007, with a second edition in 2009), and *Everywhere: Comprehensive Digital Business Strategy for the Social Media Era* (Wiley Sons, 2011). This latest book, *The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric*, is due out in Spring 2014. Weber previously founded Weber Shandwick, the world's largest PR firm. He is the Chairman of the Board of Directors of the Massachusetts Innovation and Technology Exchange, the world's largest Internet marketing association.