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## Integrated Digital Marketing in Practice

*Integrated Digital Marketing in Practice* is a comprehensive guide to the transformative effect of digital technologies on all of the key practices of marketing. Considering a broad range of organization types, sizes and markets, this book provides an all-encompassing view of how digital technologies help marketers understand, anticipate and deliver on customer needs as efficiently and effectively as possible. Students will benefit from the clear structure and rich learning features, including case studies, key concepts in brief, digital and research insight boxes, review questions and skills development boxes. Instructor resources include model answers to practice exam questions, teaching slides, group discussion ideas, and practice activities.

**Andrew Corcoran** is Associate Professor in Marketing at the Nottingham University Business School, where he leads institutional initiatives to enhance educational practices and the student experience. He has won teaching awards at Aston University, the University of Warwick and the University of Nottingham.

“In this book, Professor Andrew Corcoran deploys all his knowledge and professional expertise in the field to analyse the transformative impact of new digital technologies on Marketing. Digital transformations affect not only business models and common business practices, but also impact the strategy, creativity, innovation processes, customers’ behaviour, and the ways customers and firms interact. The book’s format allows a vivid description of the panoply of different issues linked to digitalisation and new marketing trends. Especially interesting and instructive is the section “End of chapter case” which applies the findings of each chapter to real situations. *Integrated Digital Marketing in Practice* is an invaluable guide to understanding all the challenges and opportunities opened by the profound transformations of the digital age. Indeed, an obligatory reference book.”

Dr. Félix-Fernando Muñoz, *Universidad Autónoma de Madrid (Spain)*

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**Andrew Corcoran** Nottingham University Business School



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For Jo, Poppy, Tallulah, Finley, and Callum.  
My best people.



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## Preface

### Context

The digital revolution has brought about a significant shift in how customers connect with suppliers and with each other; in turn, this has led to a paradigm shift in how professionals engage with marketing as a business discipline. This book equips students of business/management and marketing with the latest digital techniques for understanding and delivering customer needs in a wide range of organisations. It signposts readers to emerging trends and demonstrates how they can embrace change and be ready for future challenges.

The primary distinguishing feature of this text is its consideration of digital technologies with respect to every component of the marketing mix. Traditional texts tend to be one of the following: (1) those focused on e-commerce, essentially about web design; (2) higher-level strategic texts; and (3) books about social media. This book provides an integrated approach to how digital technologies have impacted upon all aspects of marketing – for example, to include product co-creation, integrated delivery channels, and negotiated and dynamic pricing. This book is distinct from other texts in helping students to develop key skills that are essential to embracing change in a fast-moving field.

Students using this book will be expected to have an undergraduate grounding in business/management with a component module in the principles of marketing or marketing management.

### Features and Benefits

This book addresses the three most significant course challenges when teaching digital marketing.

#### Challenge 1: Breadth of Coverage

Digital marketing has become synonymous with the mastery of websites and social media – that is, the ‘promotion’ component of the marketing mix: this has become the dominant focus of the prevailing academic textbooks on the subject.

However, the impact of the Internet and digital technologies has had a transformative effect upon all aspects of the marketing mix: products are becoming anticipative and more tailored; pricing is dynamic to take account of supply/demand/competitive conditions; placement is becoming more integrated as the lines between online and offline purchases blur and the time a consumer expects to wait from purchase to gratification continues to shorten. This all has a significant effect upon how we understand, anticipate, and deliver our customers' needs in as efficient a manner as possible. It is a challenge for lecturers to encourage their students to consider the broad spectrum of marketing tools provided by current and emerging digital technologies.

### Challenge 2: Case Studies and Examples (Linking Theory to Practice)

Lecturers are faced with the challenge of finding good examples to illustrate the theory from a range of different organisations to provide comparative examples, and to better reflect the range of organisations that their students will ultimately go on to work for. This book considers a broad range of organisation sizes, types, and markets. Providing this rounded view will save lecturers' time in finding relevant examples for lectures and seminars, as well as enabling students to understand how digital technologies are used in a wide range of contexts, better preparing them for their future careers.

### Challenge 3: Student Competencies

It is impossible to predict with any degree of certainty the direction of change in the digital age. A challenge for students is to develop a strong set of competencies and positive attitudes to change that will leave them well equipped to embrace and capitalise upon uncertainty. The book supports students to be adaptable, pragmatic, and open to new ideas – skills which are essential in reacting to change, and which their future employers will be looking for. This approach helps the text to remain useful and relevant to students beyond the classroom: it will be of practical use to them in a professional capacity. By encouraging students to develop professional and personal competencies as they progress through the book, it also serves the dual purpose of consistently reinforcing the practical value and relevance of the module to their future careers.

## Organisation

Chapter 1 provides helpful background regarding the origins, drivers, and impacts of the Internet and the worldwide web. Chapter 2 discusses how this

infrastructure provides a rich and varied flow of data to support marketers' efforts to gain ever more detailed customer insight. Chapter 3 sets this capability in the context of the organisation, with an explanation of how digital technologies play a significant part in providing strategic options to deliver value to the organisation's target customers. Chapter 4 looks at how the behaviour of consumers has changed due to the varied adoption of digital technologies, with Chapter 5 examining the new basis for marketing relationships between consumers and organisations and the increased importance of the customer experience. Chapter 6 looks at how value is delivered to consumers using increasingly sophisticated digitally enabled networks of partnerships. Chapter 7 gives an overview of the complex field of digital promotion (including social media). Chapter 8 considers the creative uses of digital technologies and their role in innovation. Chapter 9 sets the scene for future development by signposting emerging challenges and opportunities. Lastly, Chapter 10 helps students to understand the practical issues of working in digital marketing, and how they might best prepare themselves.

## Pedagogy

Each chapter begins with an Introduction which sets the context and provides clear learning objectives. A Case Insight section provides a detailed example to give the reader a practical viewpoint of the issues addressed in the chapter. As the text develops and explains the key concepts, these are further illustrated by shorter sections which offer Digital Insights into practice, and Research Insights which introduce the reader to seminal papers in area. At the end of the main text there is a longer End-of-Chapter Case with discussion questions. Finally, the Develop Your Skills section discusses a relevant practical skill and explains why it is important to the digital marketer, along with advice on how to develop and practise that skill.