



# Digital Marketing

*Dave Chaffey, Fiona Ellis-Chadwick*

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**Digital Marketing** Dave Chaffey, Fiona Ellis-Chadwick

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Readers will learn best practice frameworks for developing a digital marketing strategy, plus success factors for key digital marketing techniques including search marketing, conversion optimisation and digital communications using social media including Twitter and Facebook.

**Dave Chaffey** is a digital marketing consultant and publisher of marketing advice site SmartInsights.com. He is a visiting lecturer on marketing courses at Birmingham, Cranfield and Warwick universities and the Institute of Direct Marketing.

**Fiona Ellis-Chadwick** is a Senior Lecturer in Marketing at the Loughborough University School of Business and Economics, Director of the Institute of Research Application and Consultancy at Loughborough University, academic marketing consultant and author.



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