

Download The Best Digital Marketing Campaigns In The World

The 5 Best Digital Marketing Campaigns of All Time. It's hard work, nowadays, for a digital marketing campaign to be considered truly iconic. In the early days of the internet, a successful digital marketing campaign meant putting out some cool videos, along with some well-placed ads; today, that same campaign would have to not only have ...The Best Digital Marketing Campaigns in the World brings together an international collection of the most successful digital marketing campaigns of our time, assessing what they achieved and the business lessons learnt. This book brings together an international collection of successful digital marketing campaigns, assessing what they achieved and the business lessons learned. This practical and dynamic book explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers. The best digital marketing campaigns in the world : mastering the art of customer engagement. [Damian Ryan; Calvin Jones] -- This work brings together an international collection of the most successful digital marketing campaigns of our time, assessing what they achieved and the business lessons learnt.