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Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement

Daniel Rowles

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Annaruma This was one of the more comprehensive, and straight-forward guides on marketing, and digital branding that I have read thus far. This title will be an invaluable tool for many of our patrons starting their own online, or brick and mortar business. In addition, there are more than a few guidelines that are equally valuable to a library or other public institution that wishes to strengthen its outreach skills, as well as assess its efforts. Highly recommended for those who need help working in the ever-changing world of social media.

Digital Branding gives step-by-step, practical guidance on how to build a brand online. Through exploring topics like content marketing, social media, search optimisation and web analytics, Daniel Rowles develops a robust framework for brand planning, channel selection and measuring the effectiveness of your brand campaigns. Digital Branding contains real world case studies, a guide to the free and paid tools that can help measure digital branding in each of the different online channels, examples of social guidelines, process and policy and an original step by step digital branding process along with measurement techniques and guidelines.

"[A] 'must' for any interested in online digital branding opportunities."