



Mastering Digital Marketing like a boss - Beyond Social Media

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Yann Gourvennec, Hervé Kabla

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312 pages

Présentation de l'éditeur

Mastering Digital Marketing Like A Boss As of 2014, one can assume that almost the entirety of the world's businesses is practicing digital marketing in one way or another. However, digital marketing remains a mystery for many in the business world. It is a peculiar mixture of strategic know-how, communication skills, content creation (and co-creation), word-of-mouth marketing, high-tech project management, change management and technological expertise; mastering this subtle alchemy is still a challenge for many business people. The aim of this book is to help decision-makers overcome this tremendous challenge posed by an ever-changing Web, which is increasingly global (or should we say glocal), ever more social and mobile, as well as closely intertwined with core business activities. Even though this book mentions social media a lot and although social is now an integral part of the digital marketing mix, its aim is much broader than that, hence its subtitle. The subjects covered by mastering digital marketing like a boss are: 1/ How Significant Is Digital Marketing? Depicts the History of the Web, its characteristics and evolution. Digital marketing isn't a fad, it can be likened to a tidal wave which changes our economies, redefines our businesses, revolutionises the rules of marketing and communication, 2/ Content At The Heart Of A Digital Marketing Strategy: content is King is an understatement. All digital marketing strategy is based on this raw material we call content and the name of the game is how can I use it cleverly?, 3/ Implementing One's Digital Strategy: creating content is crucial but it's not sufficient. This chapter will demonstrate how one can create an effective digital strategy, 4/ Structuring One's Digital Strategy: creating a Website or a blog is easy. Managing change within a business, evolving its governance and skillset is more difficult. In this chapter we will see how this is done. 5/ For Those Who Missed The Boat Of The Digital Revolution: if you are still wondering what digital marketing can do for you and your business, especially a small business, this chapter was written for you. If this is not your case, here you will find rock-solid arguments for convincing your co-workers. La version anglaise du best seller de nos auteurs Hervé Kabla et Yann Gourvennec "la communication digitale expliquée à mon boss" est désormais disponible sur Amazon et dans toutes les bonnes librairies. Son titre est "Mastering Digital Marketing Like a Boss ... Beyond Social Media" ce qui n'est pas une erreur de traduction : en effet, en anglais, le terme digital communications désigne les routeurs, switches et autres appareils de connectivité et non le fait d'utiliser l'Internet dans le cadre du marketing. Ce livre a fait l'objet d'une véritable adaptation, bien au-delà d'une simple traduction et un effort d'un an a été nécessaire aux auteurs, aidés de leurs traducteurs, afin d'apporter tout le soin nécessaire à un ouvrage entièrement contextualisé et pertinent. Pourquoi une version anglaise ? Nous nous sommes aperçus que le monde du digital en Europe est peuplé par deux extrêmes : des livres franco français sur les médias sociaux d'un côté et de l'autre côté, les grands standards américains du sujet. Les premiers ne permettent pas de se rendre compte de qui se passe au-delà des Pyrénées pour paraphraser Pascal, et les seconds apportent une vue certes enthousiasmante, mais très éloignée des préoccupations et de la culture locale. Vous pouvez donc acheter ce livre en anglais soit pour vous imprégner d'un point de vue européen et international sur la communication digitale, son développement et son évolution, ou tout simplement pour connaître le vocabulaire international ou enfin, pour préparer un travail Biographie de l'auteur

Yann Gourvennec has 10 years experience as a Director of Digital Media and Social media for international Telecom leader Orange, amidst a long-standing experience in marketing, information systems and Web marketing. He is a lecturer, a keynote speaker, an author and blogger. In early 2014, he went from intrapreneur to entrepreneur when he founded his digital marketing agency Visionary Marketing. Among his clients are Asterion, Business & Decision, Celum, Orange and Youstice.com Hervé Kabla, is a blogger and entrepreneur, with a strong background in technology and startups. He is the founder and CEO of Be Angels, a digital marketing agency with a focus on social media for B2C and B2B. Be Angels supports its clients with the implementation of their digital marketing strategies in social media. Among his clients are Yoplait,

Allianz, EY, Sage and MSD.

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