

# **A FORESIGHT ON DIGITAL MARKETING**

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## **PREFACE**

The power that shifted from agrarian to smokestack industries to services enabled by internet has transformed the scenario to such an extent that new behemoths are staring with a promising gaze to simultaneously uplift and flatten existing order.

The book discusses the theory and practice of topics like search engine optimization and other major components of a Digital Marketing like content/ influencer/ E-Commerce marketing, Search engine optimization (SEO), Search engine marketing (SEM), Display advertising, Predictive analysis among others.

How business leaders, corporate executives and entrepreneurs are demanding promotion tools that are outcome based and can help them to achieve business goals. Named as performance marketing, which is outcome based and payment is done on measurable and profitable achievement of forecasted figures.

Content marketing eliminated the middlemen advertisers and can now directly communicate with audience. The predictive analytics which feed businesses today in making complex decision and helps charter the uncertain environment with ease. Predictive analytics used by virtual platforms have created a separate industry which works in background and steers businesses, have become a big draw. It goes without saying that every advertiser should use Web Analytics to understand his business and improve the ROI and conversions.

Themes discussed in this book are focused not only on extant stakeholders but also on Generation Z, who are born in digital age. Engagement with generation Z is on

high priority list of all concerned because this generation has grown up with technology, internet, and social media. Being a part of gig economy, this generation is free spirited, self-dependent and always in a state of rush.

Overall, the book will be an interesting read for practitioners.

 *Editor(s)*

## **ACKNOWLEDGEMENT**

The joint effort of all the editors and authors have made this book possible. The collaborative process that this book has gone through makes it an interesting read. The authors who were ready to share their insight on various aspects of digital marketing made it possible to come up with the book.

A big thank also to the creative team who designed and published the book. You made our book possible

Also the book could not have been possible without blessings of our parents. You were and will remain the leading light.

 *Editor(s)*



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