

# Practical new book which simply explains how to benefit your business by using the power of the internet.

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Understanding Digital Marketing

by Damian Ryan and Calvin Jones

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40 million people are online in the UK – can you afford to miss this opportunity?

Understanding Digital Marketing is a practical guide which explains how businesses can harness digital. It has been written by online expert Damian Ryan and technology journalist Calvin Jones.

In concise, jargon-free language the book explains the most important digital tools and trends and how to use them to benefit your business. According to eMarketer, the UK online population is nearly 40 million and still growing, so not being up to speed with digital marketing is quickly becoming as inconceivable as not having a phone.

Regardless of size or sector, a company without a digital marketing strategy will miss out on significant growth opportunities and potentially lose business.

This book takes away the fear felt by many people about the digital world– from sole traders, SME owner/managers, marketing managers of big companies getting to grips with digital, through to those returning to work or just starting out.

This essential step-by-step guide covers everything from basics such as selecting a domain name through to more complex projects including harnessing the power of search marketing, building a truly effective website and incorporating Web 2.0 social networking technologies into a successful digital marketing strategy.

Understanding Digital Marketing takes the reader through all the elements needed for successful digital marketing.

Key topics covered are:

- Search engine optimization
- Affiliate marketing
- Online PR
- Social networking sites
- Email marketing
- Web metrics
- Blogging

Digital marketing, the golden rules

- Respect your audience – Fail in this one simple consideration and at best you risk alienating potential customers; at worst you could unleash an online backlash that will leave your reputation in tatters. (Anyone remember ‘Dell Hell’ or ‘British Scareways’?)
- Have a website: Websites are a great way to generate business – yet 30 per cent of British businesses still don’t have one (Office for National Statistics). Plan what you want very carefully – this is your online ‘shop window’ so appearance matters. Use a professional web designer to design and build it. Ensure copy is written specifically for the web – it will need to be clear, concise, compelling and written with an eye on search (see below), as this is how the majority of people will find your website
- Offer compelling value: Give your consumers something in return for their investment of time. It could be information, a useful application or simply entertainment
- Avoid hype: Overt advertising or marketing speak will simply be ignored – use clear, simple language to spell out what you are selling/offering whether on via email marketing or on your website
- Address an audience of one: Speak to the individual rather than the entire demographic. The mantra of online marketing is all about tailored, personalised conversations and never forget it!
- Test, test, test: make sure you test everything prior to launching
- Keep on moving: the web is constantly changing, and you will need to be willing to keep on top of trends and make sure you keep content and approach up-to-date
- Play to digital’s strengths: Use the data you capture to refine your offering, delivering what your customers tell you they really want
- Harness the power of search: If a company isn’t in the top few search results, it is effectively invisible online. This means that your Search Engine Optimisation or SEO needs to be up scratch – your site has to be crawlable (able to be read by search engine ‘spiders’), your content good (page titles, keyword use), with quality relevant inbound links. Think about the terms that your customers will be searching for (keywords), and make sure that you’ve used these terms on your site so search engines – and the customers using them – can find you.
- Keywords: take a balanced approach and work with a mixture of general keywords (e.g. shoes – general keywords are known as ‘short-tail’ keywords) and more specific ones (e.g. designer shoe shop Chiswick) – known as long-tail keywords. Getting the mix of keywords right will drive natural search traffic to your site
- PPC/Paid search – Alongside the natural results that are generated by engines such as Google, are paid search results, which often appear down the right hand side. These can be a great way for a business

to generate extra awareness and to increase their visibility on search engines while they wait for optimised pages to deliver results.

The acronym PPC stands for 'pay per click' – which means that businesses placing the ads only pay when an advert is clicked on by a user (depending on the keyword, this can cost just pence each time)

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About the Authors:

Damian Ryan has been at the forefront of the Irish media and advertising business for many years. He has built and sold four media companies over the last twelve years. He is now global head of digital for Results International Group, the leading independent M&A firm serving the marcoms and digital sectors.

Calvin Jones is a freelance writer, journalist, blogger, online marketer and author who helps organizations of all sizes to communicate more effectively both on- and off-line. With a broad foundation of experience with large public utilities, SMEs and technology start-ups, over the years Calvin has refined his talent for taking complex ideas and making them accessible to a mainstream audience.

Damian Ryan is available for interview.

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