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.

Daniel has been working in Digital Marketing for the past 15 years, with extensive experience working internationally both client side and within the agency environment.

He is a Course Director for the CIM, trains on behalf of Econsultancy, Utalk Marketing and the IAB. He was awarded Econsultancy Trainer of the Year 2012. He is a lecturer for Imperial College London (a top 10 university worldwide) and Cranfield Business School as well as being a published author.

He is the voice of the Digital Marketing Podcast, a worldwide top ten business podcast in iTunes and Managing Director of TargetInternet.com.

His career has covered both the technical and business aspects of digital marketing, meaning he is able to bridge the gap between the two and make best use of the tools and technology available.

The modern consumer is no longer attracted by single-minded, predictable and one-benefit-focused brand promises.

The old-fashioned FMCG communication strategies based on television, radio and print with constant repetition have become outdated. From Great to Gone shows that what’s needed are ‘Leggo’ strategies, whereby the marketing and communication strategies are built up by many key facets (like building blocks) and delivered to the consumer through a mix of various touch points. Most importantly, you need to leave consumers to put all of that together themselves.

There are major internal and external hurdles to transforming FMCGs successfully into FICGs – Fast Innovating Consumer Goods. It requires new brand strategies and flatter, more top-down than bottom-up, decision-making organisations and a 21st-century model for advertising agencies. Externally these companies need a new route to market through transformation of their old retail dependencies. Changes are also required in all communication delivery, reflecting modern consumers’ connectivity and unlimited access to information.

Peter Lorange is the owner and the president of the Lorange Institute of Business and one of the world’s foremost business school academics.

Jimmi Rembiszewski rose from sales trainee to become Group Marketing Manager of P&G. In 1988 Jimmi joined Jacobs Suchard as a member of the board for New Brands, Research and Media.
STOP CREATING ADS, START CREATING WORLDS
Gaston Legorburu, Darren McColl

How to use powerful tools to engage customers with your brand

Marketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. Storyscapes introduces "storyscaping" as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design emotional and transactional experiences for customers, both online and offline. Each connection inspires engagement with another, so the brand becomes part of the customer's story. Authors Gaston Legorburu and Darren McColl explain how marketers can identify and define the core target audience segment, define your brand's purpose, understand the emotional desires of your consumers, and more.

Gaston Legorburu is Worldwide Chief Creative Officer of SapientNitro, a new breed of agency that is redefining storytelling for an always-on world. Recognized by Adweek 50 as a game-changer who is modeling the agency of the future, Gaston sets much of the strategic and creative vision for the agency and provides clients forward-thinking insights on their most critical marketing challenges.

Darren McColl is the Global Chief Brand Strategy Officer of SapientNitro, where he collaborates with global teams and clients to help create worlds of immersive stories and experiences. "Daz" as he is known, brings insight and strategic guidance to many of the world's biggest brands including Virgin, McDonald's, Nestlé, Mars, Foster's, Burger King, Subway, Footlocker, ESPN, Volvo, Chrysler and Coca-Cola.

HOW TO TURN WEB-WINDOW SHOPPERS INTO CUSTOMERS
Adam Berke, Gregory Fulton, Lauren Vaccarello

How to reach the 98 percent of people who leave your website without converting sales

The Retargeting Playbook is a complete guide for digital marketers about how to reach the 95 to 98 percent of people who leave a brand's website without converting. Retargeting gives advertisers the ability to stay in front of those people to bring them back and close the deal. For that reason, retargeting has emerged as a must have marketing channel, yet there is a lack of content that explains how the technology actually works and best practices for using it. Even marketing managers at large, sophisticated brands and agencies don't have a strong grasp of this evolving channel, and there are few good neutral sources on the topic. Meanwhile, retargeting is the cornerstone of any holistic digital advertising strategy since it improves the results of every other channel if implemented correctly. Unfortunately, most marketers are only utilizing the most rudimentary retargeting tactics and barely scratch the surface of its potential.

Adam Berke (@adamberke) is an online advertising industry expert and President of AdRoll. He is part of AdRoll's founding team and is passionate about performance, advertising, and marketing analytics.

Gregory Fulton (@gregfulton) creates cutting-edge display products that are simple, scalable and effective as AdRoll’s Head of Product.

Lauren Vaccarello (@laurenv) is a digital marketing thought leader, author, and AdRoll’s Vice President of Marketing. Well-versed in running both online and offline marketing campaigns, Lauren also coauthored the highly-regarded book Complete B2B Online Marketing.