

# DIGITAL IMPACT: THE TWO SECRETS TO ONLINE MARKETING SUCCESS BY VIPIN MAYAR, GEOFF RAMSEY



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"Mayar and Ramsey burst the biggest bubble of the interactive era: the measurement bubble . . . [Their] common sense framework will help marketers maneuver through the enormous opportunities offered by interactive media."

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President & CEO, Interactive Advertising Bureau

# digital impact

THE  
**TWO SECRETS**  
TO  
**ONLINE MARKETING  
SUCCESS**

vipin mayar

geoff ramsey

CEO & cofounder, eMarketer

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From the Inside Flap

Not so long ago, consumer audiences willingly accepted interruptions from advertisers in exchange for news and entertainment, which only media companies produced. Place an ad, watch sales go up, and you knew the money was well spent. Today, digital technologies and platforms create endless new opportunities to connect with consumers. At the same time, an explosion of content and a new resistance to advertising have put the squeeze on marketers. How can you break through the clutter and capture the attention and dollars of these empowered consumers?

Digital Impact outlines the challenges online marketers face in connecting with customers in a digital world. To achieve online marketing success, first, you have to know how to measure it. Then, you have to create Magnetic Content that pulls the right customers straight to you. Digital Impact delivers consumer insights as well as best practices for executing potent online marketing via display ads, email, search marketing, social media, mobile devices, and online video. Through actionable data, case studies, and strategic insights culled from top-tier marketing professionals, you'll get a comprehensive view into the entire array of marketing tactics, both online and traditional. Learn tactics to drive measurable, bottom-line results, including:

- The seven most important digital marketing metrics every marketer should know
- How to calculate a return on investment for social media and other new initiatives
- SEO and SEM tactics that can position your business for where search is headed
- How to integrate offline and online marketing approaches for the best possible outcomes
- How to build an excellent digital dashboard that will prove marketing's worth to the C-suite

When you magnetize your customers and measure your marketing dollars, you'll discover that you can have a bigger impact with an even smaller budget.

From the Back Cover

## Praise for Digital Impact

"The authors nail it with their concept of Magnetic Content and the role marketers now play in the digital media ecosystem. At Federated Media, we apply their principles every day, and they work."—John Battelle, CEO, Federated Media Publishing

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"Geoff Ramsey has been watching this space like a hawk since the dawn of digital, and Vipin Mayar has lived digital marketing, from database and marketing mix modeling through CRM and marketing analytics. These guys have the firsthand knowledge and the deep research. It's easy to glean practical advice from this book while effortlessly getting your head around this very complex business."—Jim Sterne, Chairman, Web Analytics Association, and author of *Social Media Metrics*

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## About the Author

VIPIN MAYAR has been the global leader for the Marketing Performance practice at McCann Worldgroup, the marketing solutions network that specializes in transforming brands and growing businesses. He was named *aniMedia* Top 25 Innovator in 2010.

GEOFF RAMSEY is cofounder and CEO of eMarketer, the authority on digital marketing trends, media, and commerce. Geoff keynotes at major industry and corporate events around the globe and is frequently quoted in the *Wall Street Journal*, *Forbes*, *Reuters*, *NPR*, *BusinessWeek*, and *Advertising Age*.

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**Digital Impact: The Two Secrets To Online Marketing Success By Vipin Mayar, Geoff Ramsey.** In undertaking this life, many individuals consistently aim to do and obtain the very best. New understanding, encounter, session, and every little thing that can improve the life will be done. Nevertheless, lots of people in some cases feel confused to obtain those points. Feeling the minimal of encounter and also sources to be better is one of the does not have to own. Nevertheless, there is a very simple point that can be done. This is just what your educator constantly manoeuvres you to do this. Yeah, reading is the solution. Checking out a publication as this Digital Impact: The Two Secrets To Online Marketing Success By Vipin Mayar, Geoff Ramsey and various other references could enhance your life high quality. Just how can it be?

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Win online by attracting the right customers and getting the right performance measurement

Digital Impact answers the critical questions marketers have about connecting with and influencing consumers online. Written in an easy-to-read, approachable format, this helpful guide presents provocative content along with practical, commonsense methods that can be followed by any businessperson at companies of all sizes. The discussion hones in on two keys to success: building a performance measurement approach that will let you get maximum impact out of your online marketing and ad dollars, and creating magnetic content that attracts customers and keeps them engaged with your brand.

- Leverage trust and build ROI in social media and mobile spaces
- Get actionable data, best practices, cases studies, anecdotes, practical coaching tips and strategic insights
- Engage customers who typically resist advertising messages
- Learn from authors who have extensive experience across major industries and accounts, giving them a wide business appeal

Whether your budget is corporate-sized or on a shoestring, you'll want to achieve the measurable bottom-line improvements that come with having Digital Impact.

- Sales Rank: #1526263 in Books
- Published on: 2011-06-28
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.03" w x 6.40" l, 1.09 pounds
- Binding: Hardcover
- 298 pages

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Most helpful customer reviews

9 of 9 people found the following review helpful.

Another important addition to any serious digital advertiser or marketer's library

By piders1

Generally, I do not think much of books touting an "x" number of solutions, and less so those claiming access to secrets or arcane knowledge. But my quick flip to the introduction on page 4 grabbed my curiosity and I read it all. No regrets. Overall, an easy read, infused with several empirical datasets...(No surprise here, Ramsey has access to all eMarketer's stats anyways).

Quite impressed with the broad scope and the well thought-out perspective on effective digital advertising. I know from experience that articulating a "universal theory" of digital measurement is not an easy feat, even for experienced analytics professionals. But this book made a commendable attempt. With this strong opening on analytics and content established in the first couple of chapters, the book proceeded to weave the concepts into its discussion of the common channels any digital marketer strives to harness today--display, email, search, mobile, and video.

Audience new to or interested in digital analytics or digital marketing should find this book educating (and entertaining in certain respects), providing a good foundation for understanding other content they may encounter on the several good blogs and articles out there. The advanced digital analytics or strategy professional will find the book refreshing and will certainly pick up additional perspective that will serve him/her well as we all navigate this highly dynamic digital space.

3 of 4 people found the following review helpful.

A Must Read for Marketing Professionals

By Michelle Burnham

Geoff Ramsey and Vipin Mayar provide clear, practical insight on the various tactics and disciplines within digital marketing. The deep research referenced in the book is extremely valuable and put into easily digestible context. This is a must read for anyone in marketing, even those with experience in digital media.

Digital Impact: The Two Secrets to Online Marketing Success

2 of 3 people found the following review helpful.

Get the book. Read it. Keep it on your desk. Re-read regularly.

By masha

Geoff and Vipin have written the one book that every marketer must read and keep on their desk for reference. Full of actionable advice, dos and don'ts, pros and cons, and more USEFUL stats, charts and graphs than any other book I've come across since the beginning of digital marketing time. If you've seen Geoff on a conference stage, you'll recognize his trademark style immediately - he's the only person who can deliver a mind-boggling amount of information in a short period of time without wasting a second on fluff or losing the attention of his audience, all while making measurement actually engaging and interesting. This book should be the first textbook assigned to marketing students going into digital, and a constant companion to pros.

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The publications *Digital Impact: The Two Secrets To Online Marketing Success* By Vipin Mayar, Geoff Ramsey, from easy to challenging one will certainly be a really beneficial works that you could require to change your life. It will certainly not offer you adverse statement unless you don't obtain the meaning. This is undoubtedly to do in reading a publication to overcome the meaning. Typically, this book entitled *Digital Impact: The Two Secrets To Online Marketing Success* By Vipin Mayar, Geoff Ramsey is reviewed considering that you actually like this sort of book. So, you could obtain much easier to comprehend the perception and meaning. When longer to always bear in mind is by reading this e-book **Digital Impact: The Two Secrets To Online Marketing Success** By Vipin Mayar, Geoff Ramsey, you can fulfil hat your curiosity beginning by completing this reading publication.

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