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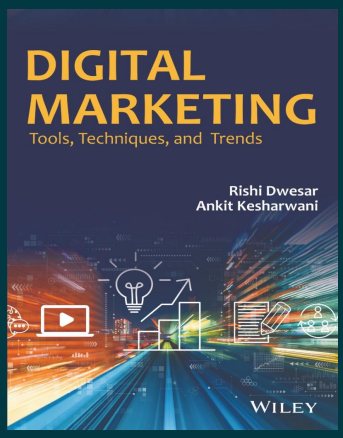

Digital Marketing: Tools, Techniques, and Trends

By Rishi Dwesar, Ankit Kesharwani

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Description

In an era shaped by data, disruption, and digital acceleration, Digital Marketing: Tools, Techniques, and Trends is your trusted guide to navigating and mastering the dynamic world of digital marketing. Written by experienced educators with extensive training and consulting experience, this book strikes a powerful balance between foundational theory and practical application. From SEO, social media, influencer, and email marketing to AI-powered campaigns, marketing automation, Google Analytics 4, and digital laws and compliance, it covers everything a modern marketer needs to thrive.

The book brings concepts to life through strategic frameworks, real-world cases, hands-on assignments, platform-specific tips, and detailed analytics walkthroughs, accompanied by online learning resources for classroom and self-paced learning.

Whether you're a student or professional, it offers a clear path through the platforms, tools, and metrics that define marketing today—more than a textbook, it's a companion that helps you think critically, act strategically, and lead confidently in the digital age.

About the Author

Rishi Dwesar, Ankit Kesharwani

Dr. Rishi Dwesar is an accomplished academician, digital marketing expert, and institutional leader with over 15 years of professional experience spanning advertising, consulting, teaching, and executive training. He currently serves as the Dean and Program Head at ICFAI Business School, ICFAI University Dehradun. As the head of the B-school, he leads academic strategy, curriculum development, research initiatives, digital innovation, and industry outreach across both undergraduate and postgraduate management programs. Prior to this, he worked as an Associate Professor in the Department of Marketing & Strategy at ICFAI Business School, Hyderabad (IFHE University).

Dr. Dwesar began his career in the advertising industry as an Account Manager at Bounce Communication & Design, where he collaborated with clients on brand positioning, integrated campaigns, and creative execution. His early exposure to branding and communication laid a solid foundation for his academic journey. He earned his Ph.D. in the area of advertising and online reviews, with research focused on the evolving relationship between digital messaging, consumer trust, and review credibility.

Beyond the classroom and boardroom, Dr. Dwesar is a passionate enthusiast of new-age gadgets and emerging technologies. An avid traveler, he finds joy in exploring new places, and whenever time permits, he heads to the Himalayas for trekking adventures—his personal way of reconnecting with nature and recharging creativity.

Dr. Ankit Kesharwani is currently serving as Assistant Professor in the area of Marketing and Strategy at the Indian Institute of Management Rohtak. Over the years, he has held academic positions at esteemed institutions such as the Indian Institute of Foreign Trade (IIFT), Delhi Campus, and IBS Hyderabad. His academic journey also includes a distinguished tenure as a Visiting Scholar at the Fogelman College of Business and Economics, University of Memphis,

United States. With over a decade of experience in teaching Digital Marketing, Dr. Kesharwani has consistently evolved his pedagogy to stay ahead of the rapidly transforming digital landscape. He has taught and mentored students across MBA, Executive MBA, and Doctoral programs, earning wide recognition for his ability to distill complex digital concepts into practical, actionable insights. His teaching interests span a wide spectrum, including Digital Marketing, Web and Social Media Marketing, Marketing in the Age of the Metaverse, AI for Marketing Professionals, Marketing Analytics, Customer Relationship Management, and Business Research Methods.

Blending scholarly depth with practical insight, Dr. Kesharwani continues to influence the next generation of marketers, researchers, and business leaders through his thought leadership, dynamic teaching, and unwavering commitment to the evolving domains of digital marketing and analytics.

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