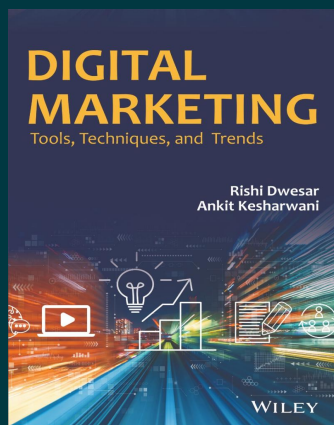




Digital Marketing: Tools, Techniques, and Trends

By [Rishi Dwesar](#), [Ankit Kesharwani](#)

Paperback

9789370607385

₹1,050.00

Pages: 680

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.

Table of Contents

Foreword

About the Authors

Preface

Acknowledgments

1 The Digital Marketing Landscape

1.1 Introduction

1.2 What Is Digital Marketing?

1.3 The Internet

1.4 Role of the Internet in Marketing

1.5 Digital Marketing vs. Traditional Marketing

1.6 Digital Marketing vs. Internet Marketing

1.7 Advantages and Unique Characteristics of Digital Marketing

1.8 The Development and Generations of the World Wide Web

1.9 Dot-com Boom and Bust

1.10 Major Digital Marketing Channels

1.11 Contemporary Technologies in Digital Marketing

Summary

Review Questions

Class Activity

Annexure 1.1 Wayback Machine Internet Archive

2 Digital Business Models and the Digital Consumer

2.1 Introduction

2.2 Understanding Business Models and Digital Business Models

2.3 Digital Business Models vs. Digital Revenue Models

2.4 Prominent Digital Business Models

2.5 Prominent Digital Revenue Models

2.6 Online Pricing Strategies

2.7 Today's Consumer and Digital Marketing

2.8 Online Consumer Behavior and Decision-Making Process

2.9 The Five Active Generations in the Digital Era

2.10 Showrooming and Webrooming

Summary

Review Questions

Class Activity

3 The Digital Marketing Plan

3.1 Introduction

3.2 What Is a Marketing Plan?

3.3 The PR Smith's SOSTAC® Digital Marketing Planning Model

3.4 Digital Marketing Rollout Plan

3.5 Forecasting and Its Importance in Digital Marketing Planning

3.6 Budgeting and Its Importance in Digital Marketing Planning

3.7 Segmentation, Targeting, and Positioning in Digital Marketing Strategy

3.8 Understanding and Using Buyer Persona in Digital Marketing

Summary

Review Questions

Class Activity

Annexure 3.1 Sample Rollout Plan

Annexure 3.2 Using Google Trends for Identifying Trends and Researching Target Segments

4 Website, Mobile Application Development, and E-commerce

4.1 Introduction

4.2 What Is a Website and the Internet?

4.3 Website Development

4.4 Skills Required for Website Development

4.5 Role of Content Management Systems in Website Development

4.6 Responsive Web Design

4.7 Types of Websites

4.8 Mobile Apps

4.9 Types of Mobile Apps

4.10 E-commerce: The Changing Face of Online Retail

4.11 The Impact of E-commerce on Physical Commerce

4.12 Payment Gateways and Their Role in E-commerce

Summary

Review Questions

Class Activity

Annexure 4.1 Case Study: Shopify, WooCommerce, and Magento— Revolutionizing

E-commerce for Small Businesses

Annexure 4.2 Innovative Mobile App Technologies

5 Securing Traffic Through Search Engine Optimization

5.1 Introduction

5.2 Understanding Search Engines and Their Functioning

5.3 Role of Search Engines in Our Day-to-Day Life

5.4 What Is Search Engine Optimization?

5.5 Search Engine Results Page

5.6 Steps and Activities Involved in Conducting SEO

5.7 On-Page Optimization Techniques

5.8 Technical SEO Techniques

5.9 Off-Page Optimization Techniques

5.10 Local SEO

5.11 Long-Tail SEO Strategy

5.12 White Hat and Black Hat SEO

5.13 Measuring the Success of SEO

5.14 Popular SEO Tools and Their Uses

5.15 Additional Terms and Concepts in SEO

Summary

Expert Interview

Review Questions

Class Activity

Annexure 5.1 Use of Generative AI Tools in SEO Implementation

Annexure 5.2 Practical Activity—Background Research for “Green Cosmetics” SEO Planning

Annexure 5.3 Role of Google Search Console in SEO

6 Advertising Avenues in the Digital World: Overview and Strategy

6.1 Introduction

6.2 What Is Digital Advertising?

6.3 Evolution of Digital Advertising

6.4 Advancements That Have Transformed Digital Advertising

6.5 Digital Media Buying Process

6.6 Understanding Ad Inventory Auctions

6.7 Role of Web Cookies in Advertising

6.8 Types of Digital Advertising

6.9 Ad Targeting Options

6.10 Advertising Pricing Structures

6.11 Digital Advertising Strategy

Summary

Review Questions

Class Activity

Annexure 6.1 Roles and Responsibilities of Key Members in a Digital Advertising Team

7 Advertising Avenues in the Digital World: Execution and Measurement

7.1 Introduction

7.2 Steps in Executing an Advertising Campaign

Summary

Review Questions

Class Activity

Annexure 7.1 Google Ads Performance Summary

Annexure 7.2 Tools Mentioned in This Chapter

8 Engaging Audience Through Social Media and Content Marketing

8.1 Introduction

8.2 What Is Social Media and Social Media Marketing?

8.3 Paid, Owned, and Earned Media (POEM)

8.4 Understanding How Social Media Platforms Work and Help Brands in Marketing

8.5 Crafting an Effective Social Media Marketing Strategy

8.6 Social Media Marketing Using Facebook

8.7 Social Media Marketing Using Instagram

8.8 Social Media Marketing Using LinkedIn

8.9 Social Media Marketing Using X (Formerly Twitter)

8.10 Social Media Marketing Using WhatsApp Business and WhatsApp API

8.11 Other Social Media Marketing Platforms Brands Should Consider

8.12 Leveraging Social Commerce

8.13 Online Brand Communities

8.14 The Social Media Marketing Team

8.15 Social SEO and Its Impact on Search Rankings

8.16 Content Marketing

8.17 Unleashing Viral Marketing

Summary

Review Questions

Assignment Questions

Class Activity

Annexure 8.1 Social Media Marketing Toolkit

Annexure 8.2 Ideal Specifications for Image, GIF, and Video Posts on Facebook, Instagram, and LinkedIn

Annexure 8.3 Applying STEPPS Framework for Creating Viral Content

9 Inbound Marketing, Marketing Automation, and Email Marketing

9.1 Introduction

9.2 What Is Inbound Marketing?

9.3 Inbound Marketing vs. Outbound (Traditional) Marketing

9.4 Lead Nurturing and Conversions Using Inbound Marketing Strategies

9.5 Marketing Automation

9.6 Email Marketing

Summary

Review Questions

Class Activity

Annexure 9.1 Ten Innovative Lead Magnet Ideas

Annexure 9.2 Caselet—HubSpot Marketing Automation for an E-commerce Business

10 Understanding and Managing the Digital Marketing Funnel

10.1 Introduction

10.2 What Is Digital Marketing Funnel?

10.3 Digital Marketing Funnel Stages

10.4 Importance of Digital Marketing Funnel Management

10.5 Making Digital Marketing Funnel Work Through TOFU, MOFU, and BOFU Strategies

10.6 Shopping Cart Abandonment

10.7 Maximizing Conversions with Conversion Rate Optimization

10.8 Popular Software to Manage Digital Marketing Funnel

10.9 Sales Enablement and Its Relationship with Digital Marketing Funnel

10.10 Understanding Digital Marketing Technology Stack

10.11 Relationship Between Digital Marketing Technology Stack and
Digital Marketing Funnel

Summary

Review Questions

Assignment Question

Class Activity

Annexure 10.1 Go to Market Strategy vs. Marketing Funnel Strategy

11 Measuring Effectiveness of Digital Marketing (Part 1):

Website, SEO, and Digital Advertising Analytics

11.1 Introduction

11.2 What Is Digital Marketing Analytics?

11.3 Importance of Digital Marketing Analytics

11.4 Designing an Effective Digital Marketing Analytics Strategy

11.5 Website Analytics

11.6 Examining Website Analytics through Google Analytics

11.7 Website-Based Key Performance Indicators

11.8 SEO Analytics

11.9 Measuring Performance of Digital Advertising

11.10 Other Vital Analytics Techniques in Digital Marketing Analytics

11.11 Role of Machine Learning in Digital Marketing Analytics

Summary

Review Questions

Problems

Class Activity

Annexure 11.1 Various Website Analytics KPIs

Annexure 11.2 Summary of Major Digital Marketing Metrics Across Three Different Digital Marketing Endeavors

12 Measuring Effectiveness of Digital Marketing (Part 2):

Mobile Marketing, Social Media Marketing, and Other Channels

12.1 Introduction

12.2 Social Media Marketing Analytics

12.3 Content Marketing Analytics

12.4 Email Marketing Analytics

12.5 Mobile App Marketing Analytics

12.6 Analytics for Influencer and Affiliate Marketing

12.7 Zero, First, Second, and Third-Party Data and Digital Marketing Analytics

12.8 Integrated Digital Marketing Analytics: A Unified View of Marketing Performance

12.9 Visualization and Dashboarding in Digital Marketing Analytics

12.10 Benchmarking in Digital Marketing Analytics

12.11 Career in Digital Marketing Analytics

Summary

Review Questions

Problems

Class Activity

Annexure 12.1 Social Media Marketing Intelligence with RivalIQ

Annexure 12.2 Role of NLP and Sentiment Analysis in Digital Marketing Analytics

Annexure 12.3 Role of Social Network Analysis and Key Metrics in Digital Marketing

Annexure 12.4 Customer Data Platforms and Their Role in Digital Marketing Analytics

Annexure 12.5 Advanced Digital Marketing Analytical Functions and Their Applications

Annexure 12.6 Major Marketing Analytics Tools/Software Across Key Marketing Functions

13 Leveraging New-Age Digital Marketing Channels and Technologies

13.1 Introduction

13.2 Mobile Marketing

13.3 Influencer Marketing

13.4 Affiliate Marketing

13.5 Electronic Word of Mouth

13.6 Online Reputation Management

13.7 Voice and Visual Search

13.8 Augmented Reality and Virtual Reality in Digital Experiences

13.9 Metaverse and Digital Marketing

13.10 Big Data, Artificial Intelligence, and Machine Learning in Digital Marketing

13.11 Virtual Chatbots, Automated Websites, and Recommender Engines

13.12 Gamification in Digital Marketing

13.13 Future of Digital Marketing

Summary

Review Questions

Class Activity

Annexure 13.1 Crafting an Effective Push Notification Plan

Annexure 13.2 Skechers' Leap into the Metaverse: A Digital Marketing Case Study

Annexure 13.3 Fashion Nova: Disrupting Fast-Fashion Through Influencer Marketing

14 The Evolving Role of Generative AI, Intelligent Agents,
and Agentic AI in Digital Marketing

14.1 Introduction

14.2 What Is Generative AI?

14.3 The Evolution of a Generative AI Technological Revolution

14.4 Rule-Based Engines in Digital Marketing

14.5 Intelligent Agents in Digital Marketing

14.6 Agentic Artificial Intelligence

14.7 Practical Applications of Generative AI Across Digital Marketing Functions

14.8 Using Prompt Engineering to Power Generative AI in Digital Marketing

14.9 Humanizing AI in Digital Marketing

14.10 Challenges and Pitfalls of Using Generative AI in Digital Marketing

Summary

Review Questions

Class Activity

Annexure 14.1 100 Generative AI Use Cases and Prominent Tools Across
Various Domains of Digital Marketing

Annexure 14.2 Understanding Difference Between Rule-Based Engines,
Intelligent Agents, Generative AI, and Agentic AI

Annexure 14.3 Case Study—Meltwater's Integration of Generative AI for
Enhanced Social Media Insights

Annexure 14.4 Creating Website Schema Markup Using Microsoft's Copilot AI

Annexure 14.5 Using Microsoft Copilot to Identify Gaps and Recommended

Fixes on a Website

Annexure 14.6 Using Generative AI to Create Social Media Calendar

Annexure 14.7 Using Image Creation Capabilities of Generative AI

Annexure 14.8 Generative AI Video Creation Using RunwayTM

Annexure 14.9 Building a Generative AI Chatbot for Website Lead Generation: A Process Framework

Annexure 14.10 Using ChatGPT to Write Blog Articles

Annexure 14.11 Using Generative AI for Social Media Analytics

Annexure 14.12 Using Generative AI to Create an A/B Testing Strategy
for Google Search Ads

15 Digital Marketing Compliance: Navigating Laws and Upholding Ethics

15.1 Introduction

15.2 Role of Law and Legal Compliances in Digital Marketing

15.3 Relationship Between Data Privacy and Digital Marketing

15.4 Indian Laws and Regulations Relevant to Digital Marketing, Data Privacy,
and Advertising

15.5 Global Data Privacy Laws Shaping Digital Marketing

15.6 Legal Regulations Critical in Email Marketing

15.7 Precautions While Marketing to Children Digitally

15.8 Role of Ethics in Digital Marketing

15.9 Recommended Legal Documents to Be Included in a Website

15.10 Legalities Around Use of Cookies in Website

15.11 Marketing Sensitive Products Online

15.12 Understanding Creative Commons Licensing in Digital Marketing

15.13 Algorithmic Bias in Digital Marketing

15.14 Sustainable Digital Marketing

Summary

Review Questions

Class Activity

Annexure 15.1 Comparison Between Google's Android and Apple's IOS Across Key Aspects

Annexure 15.2 Legal and Ethical Challenges of AI in Digital Marketing

Additional Activities and Data-Based Assignments

Glossary

Index

To purchase this product, please visit:

<https://www.wileyindia.com/digital-marketing-tools-techniques-and-trends.html>



Scan to buy