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Marketing involves
crafting a cohesive
strategy across
multiple
communication
channels to
optimize reach and
frequency ...

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Strategy and ...

Integrated digital
marketing

strategies rely on

all the tactics,
methodologies,

channels, media

and tools to work

together toward a

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Marketing defined goal that is centered on the client or customer needs. An

Integrated digital marketing strategy is built on the same basis as any other business strategy.

You need to: Have a clear mission statement

Integrated

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uses the five-step
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the various stages
of digital
integration and
transformation,
which culminates
in its evolution into
a Digitally
Integrated
Organization.

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Integrating Strategy and Tactics with ...

Even though more businesses are interested in focusing on digital marketing, integrating the two strategies as seen above will have more benefits. It is good to strategize and analyze the

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benefits of bringing them together.

Those businesses that have already done this can attest how fruitful it is.

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Traditional and Digital Marketing: How to Integrate the

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You need to clearly show the linkages between digital and marketing strategy. The long-term aim should be to integrate your digital plan into your marketing communications plan. Please see

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our Digital Strategy

Toolkit for more

details on this. Link

to Digital Strategy

Toolkit and

example marketing

plan Barrier 2.

Teams working in

competing silos

Managers And

Integrated

Digital Marketing

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Defining integrated

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Marketing.

Traditionally, definitions of integrated marketing focus on integrated marketing communications (IMC), but we believe these are no longer fit for purpose since they imply an old media mindset of

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Marketing with
broadcast and
push
communications
that are one-way
and not
interactive. Digital
media and the web
have brought us
the opportunity to
share via social
media ...

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integration. It

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a digital mindset,

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trends

strategically, and

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John Smith's -

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**Digital Marketing:
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To get you thinking about how you can implement integrated digital marketing into your business strategy, here is a quick snapshot of 6 key elements that go into the IDM

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business website is
the cornerstone of
your brand's online
presence.

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Digital Marketing strategy is always crafting the same feeling on every touchpoint and interaction of your customer with your brand. You can do that by unifying every channel and planning your tactics with one single goal in mind, getting all of them

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to work together to
move your
customer further in
the buyer's
journey.

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the component of
marketing that

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utilizes internet
and online based
digital technologies
such as desktop
computers, mobile
phones and other
digital media and
platforms to
promote products
and services. Its
development
during the 1990s
and 2000s,
changed the way

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businesses use
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digital platforms
became
increasingly
incorporated into ...

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in a constant state
of transformation

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as content
becomes the fuel
that drives the
growth of cross-
channel marketing.
To succeed and
integrate digital
channel efforts ...

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Impact Of Cross-
Channel ...**

As much as 72% of

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Marketing consumers do want to connect with brands using integrated digital marketing strategies as previous studies confirm, and yet many businesses are still slow to adapt such multi-channel marketing campaigns.

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Integrating digital
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campaign may not
be as complicated
as many small and
medium business
owners may ...

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Needed ...**

Integrating

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Us. We are a
streamlined, digital
agency, founded
by two senior ad
execs with
experience in
branding, strategy
and digital
marketing for
Fortune 500
clients. Since our

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we've sought to
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