



Strategic Marketing for the Digital Age

By William Bishop, Bill Bishop

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Strategic Marketing for the Digital Age shows you how to build a digital marketing strategy, develop a plan, and execute it profitably. Bill Bishop gives you a practical, step-by-step model for developing an effective marketing program using digital and online technology. He takes you beyond mere "Internet" marketing and shows you how to expand your marketing power by using all of the digital tools available.

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Editorial Review

From the Back Cover

Databases . . . E-mail . . . World Wide Web . . . Smart Cards . . . Interactive Voice Response . . . CD-ROM . . . Private Online Networks . . . Prepaid Calling Cards . . . Electronic Forms . . . PUSH Technology . . . The digital revolution is here, and you can use any or all of these tools to market your company, your products, or your services--if you know how. And knowing how means having a well-thought-out strategy and a plan for using these new digital tools in the new world of marketing. *Strategic Marketing for the Digital Age* shows you how to build a digital marketing strategy, develop a plan, and execute it profitably. One of the world's leading marketing experts, Bill Bishop, gives you a practical, step-by-step model for developing an effective marketing program using digital and online technology. He takes you beyond mere "Internet" marketing and shows you how to expand your marketing power by using all of the digital tools available. Written in an easy-to-read, entertaining, nontechnical style, this landmark book will help everyone in business--regardless of computer experience--master the complex new world of digital technology, including how to:

- Focus on your objectives and your most important asset--your customers--and not on technology
- Develop a clear digital vision
- Turn your database into the collective "memory" of your organization
- Choose the best digital tool for the specific situation
- Develop innovative promotions that will light up your screen and your cash register
- Create completely new digital-age products that meet the real needs and demands of your customers
- Integrate traditional advertising, direct mail, and public relations tools with your digital efforts
- Protect the privacy of your customers and prospects
- Measure and assess the impact of your digital marketing program

It's a new world, and Bishop's model gives you the rules for capitalizing on the potential of that new world. Whatever the size or scope of your business--from home-based to consumer products to retail, service, or business-to-business--you'll get hundreds of tips, ideas, and strategies for successful marketing in the digital age.

About the Author

Bill Bishop is the president of Bishop Information Group, a Toronto-based marketing communications firm that helps companies and organizations plan and implement digital and online marketing programs. Over the past 15 years, he has advised hundreds of businesses, from life insurance companies to municipal boards of trade. He has a degree in Journalism from Ryerson Polytechnical University and is a certified consultant for one of the world's leading online software companies.

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