



RESEÑA/REPORT

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**DIGITAL MARKETING. BASIC GUIDE TO DIGITIZE YOUR
COMPANY**

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The way we communicate has not changed in the last 5,000 years, only the vehicle transmitting the information has. It is the duty of good professional to study these changes and apply them to their customers. The book is intended to be a guide for those who want to learn about digital marketing and online marketing (online marketing is all digital but not vice versa). With current examples, interviews with experts (web analytics, content marketing, apps), tips to enter the working world of this sector and a final glossary with over 100 terms to refer to on any occasion.

Throughout 10 chapters, readers of Digital Marketing will learn what marketing is and what is not, the importance of data, the web and how we have changed in recent years with respect to digital advertising (from banner to Google AdWords). They will learn what to do when someone criticize them on the Internet and how the stores of Google and Apple work. Finally, they will discover the power of users through digital entrepreneurs lessons.

In the first chapter, Dr. M. Concepción Parra encourages us to listen to customers, because they know what they need, contrary to what some people say (almost always quoting Steve Jobs and Henry Ford). Consumers in Western societies are changing and increasingly understand marketing. Everyone wants traders to treat them well, care less about taboos and maintain the need to feel good. And Internet

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marketing strategies help us translate these interests into productive events for companies. Thus, we can say that now everything is marketing.

Throughout the book, the authors try to broaden the views through which to address the different aspects of digital marketing. Consequently, they warn that this new marketing discipline focuses not only on promoting and selling products and services, but seeks to deepen the views of users and ensure the satisfaction of the needs of the digital consumer, even anticipating them. In the second chapter, the importance of metrics and the power of the individual through social networks are analyzed. The interview with Alberto Martín (Axel Springer) clears out doubts about the functions of a web analyst. Subsequent chapters allow us to know the importance of web, design and content, besides knowing (with the conduction of Eva Sanagustín) if it is possible to live on writing contents for the Internet in Spanish.

Chapters IV, V and VI are devoted to know the products of Google, how to act in social networks and what is needed to make good digital advertising. Dr. Jesus Martínez interviews Jose Maria Diaz (Creative Director, 100% digital) to delve into the adjustments that actual advertising has had to do to meet this new medium. In the final chapters of the book, readers will learn about the new trends in mobile and how we have changed: from the banner to Google AdWords. They will learn how to advertise on IOS, Google Play and Amazon, besides knowing how mobile devices have modified our consumption habits and behavior. The book closes with a glossary of terms preceded by a chapter on e-commerce and digital entrepreneurs.

In short, it is a book that will allow readers to fully launch themselves into the working world of communication and marketing, taking advantage of the knowledge acquired in it.

Synthesized professional curriculum of the authors the reviewed book:

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