

e-Marketing

Edition: 1st Edition
Publication date: 2015
Author/Editors:
ISBN: 9781485102229
Format: Soft Cover
Number of Pages: 356
Retail price: R663.00 (incl. VAT, excl. delivery.)
Website Link: juta.co.za/pdf/23677/



About this Publication:

In today's increasingly digital world, marketing is going online. From companies to individuals, people are seeking new and creative ways to promote their products and themselves in the virtual realm. Websites, email and social media are reaching out to customers at home or in the office, or on the move, and finding ways to engage with them.

The virtual world has many benefits, but not everyone is familiar enough with digital channels to use them to maximum potential. This is where *e-Marketing in the South African context* comes into play.

Contents Include:

Chapter 1: The e-World
Chapter 2: Websites – the basis of e
Chapter 3: Search engine marketing
Chapter 4: Search engine optimisation
Chapter 5: Online advertising
Chapter 6: e-Commerce – online selling
Chapter 7: Email marketing
Chapter 8: Mobile marketing
Chapter 9: Social media marketing
Chapter 10: e-Marketing research
Chapter 11: e-Marketing strategy and planning
Chapter 12: Online metrics

Of Interest and Benefit to:

e-Marketing in the South African context is aimed at marketing and management students and lecturers, as well as practitioners, managers and individuals. It will also be useful to students in other academic disciplines who want to learn to promote themselves, their disciplines or their personal interests.