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Dr Dave Chaffey is co-founder and Content Director of digital marketing advice site Smart Insights. We ' re a publisher and learning platform that helps our 150,000 active members in over 100 countries plan, manage and optimize their digital marketing activities by applying the actionable advice in our planning templates, guides and interactive e-learning tools.

What is digital marketing? | Dave Chaffey Digital Marketing

Dave Chaffey is a digital marketing consultant and publisher of marketing advice site SmartInsights.com. He is a visiting lecturer on marketing courses at Birmingham, Cranfield and Warwick universities and the Institute of Direct Marketing.

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About Dave Chaffey - Smart Insights Digital Marketing

Digital strategist Dr Dave Chaffey is co-founder and Content Director of online marketing training platform and publisher Smart Insights. Dave is editor of the 100+ templates, ebooks and courses in the digital marketing resource library created by our team of 25+ digital marketing experts.

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Amazon.com: Digital Marketing (9781292241579): Chaffey ...

The 5s is a strategy developed by Chaffey and Smith back in 2000 that provides a clear framework for effective digital marketing strategy to attract and retain your customers. I will discuss these 5s of digital marketing later, let ' s try to know first some gist of the article below.

What are the 5s of digital marketing? | Curvearro

Dave Chaffey is a digital marketing consultant and publisher of marketing advice site SmartInsights.com. He is a visiting lecturer on marketing courses at Birmingham, Cranfield and Warwick universities and the Institute of Direct Marketing.

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In their book titled ' Marketing Excellence ', Chaffey and Smith (2001) developed the 5s of digital marketing to provide a more effective internet marketing strategy. Their model is focused on increasing brand presence, client engagement and ultimately boosting online transactions through 5 objectives:

Digital Marketing Strategy: How to Leverage your 5 'S'

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Digital Marketing links marketing theory with practical business experience through case studies from cutting edge companies such as ASOS, Spotify, Zalando and Zappos, to help students understand digital marketing in the real world.

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