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(2017) Digital Marketing Excellence, Planning, Optimising and integrating digital marketing, 5th edn, Taylor & Francis.

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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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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.

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advice publisher Smart Insights Since 1994, when Dave was first hooked on the web, he has specialized in sharing knowledge of how to best apply digital media and technology for marketing with business professionals and students through consulting, training and writing.

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