

**Call for Book Chapters/Research Papers for Edited Books**  
*To be published with ISBN under IIP International publishers, USA and India*

# **Digital Marketing: Past, Current Scenario and Way Forward**



**Series Editor:**



**P. Subakaran**

**BE, PGDM (IIM Lucknow), ADMCP (IIDE Mumbai)  
Ex-Managing Director  
India**

**subakaranresearch@gmail.com  
9894919450 / 9043839450**

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## Call for Chapters

# Digital Marketing: Past, Current Scenario and Way Forward

### Aims and Scope:

Digital Technology has transformed how Organizations conduct their business today. This is clearly visible in Sales and Marketing functions with respect to how campaigns are run, how customer engagement is taking place and how conversions are happening. Digital Marketing is the component of marketing that uses the internet and online-based digital technologies to promote products and services. Digital Marketing is truly revolutionizing businesses today. My experience with Digital Marketing was through an Advanced Digital Marketing Certification Programme which I completed at Indian Institute of Digital Education (IIDE), Mumbai. The main purpose behind the book series on “**Digital Marketing: Past, Current Scenario and Way Forward**” is to bring Practitioners, Industry Experts, Academicians and Researchers to come together to share on evolution in digital marketing, current digital marketing best practices, case studies of companies using digital marketing, success stories in digital marketing and progress of digital marketing in the future in the form of Chapters, Research Papers, Review Papers and Case Studies. The readers of the book will be benefitted as they will be exposed to the advantages and latest trends in digital marketing. This may inspire them to take up a career in digital marketing

#### List of Topics are provided below, but they are not limited :

- Opportunities and Treats in Digital Marketing.
- Communication between Organizations and their Audiences.
- 5Ds of Digital Marketing.
- Impact of Digital Marketing on small businesses; Equal footing of large and small organizations.
- Competitiveness of Organizations in today’s Digital Transformation.
- Customer Engagement.
- Success stories of Organizations embracing Digital Marketing.
- Impact of Digital Marketing on Marketing Communication Techniques.
- Impact of Digital Marketing on Customer Lifecycle.
- 360 Degree Digital Marketing Strategy.
- Buyer Persona and Customer Journey.
- Remarketing or Retargeting.
- Search Engine Optimization (SEO).
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM).
- Competitive Research.
- On page Optimization.
- Off page Optimization.
- Online Reputation Management (ORM).
- Influencer Marketing.
- Personalization.
- Customer Service and Customer Experience.
- Earned Media and Owned Media.
- Content Marketing, Content Strategy and Campaign Plan.
- Customer Traffic.
- Mobile Experiences.
- Customer Segmentation and Targeting.
- Multichannel Selling.
- Email Marketing.
- Customer Acquisition Plan.
- Customer Conversion Rate Optimization.
- Management Challenges in Digital Marketing.
- Google Analytics.
- Governance of Digital Marketing.
- Digital Marketing – New Skills required?
- Academic Models in Digital Marketing.
- Best practices from leading adopters of Digital Media.

### Author Benefits:

1. Selected chapters (not all) will be indexed in RSquareL and other indexing platforms including Amazon, Google Books etc.
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3. Publishing in IIP Proceedings Digital Library with DOI
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