

KÖNYVISMERTETÉS/BOOK REVIEW

The Essential Guides for Comprehending Digital Marketing

*Tran Thi Thuy Sinh*¹

[Charlesworth, A. (2020). *Absolute essentials of digital marketing*, first published September 24, 2020, by Routledge 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN, ISBN: 978-0367859206]

Introduction

“*Absolute essentials of digital marketing*” was published as the latest book (1st Edition) on September 24, 2020. This book is sure to please readers because it gives a full but concise introduction to the basics of Digital Marketing, with a focus on how the Internet can be used in modern marketing. While digital marketing is an important tool for any marketer’s toolbox, it should be used sparingly and only when it makes sense for the target audience, the nature of the offering, and the objectives of the business. The different parts of digital marketing that are written about in these chapters are not separate methods or strategies. Instead, they make up an important part of the marketing mix. Therefore, this book should be utilized as part of an exploration of marketing – as a module, for instance – and not as a comprehensive guide to marketing. The point is not to make digital marketing sound like something from the 20th century. It provides a realistic overview of the numerous aspects of digital marketing, including their place in the marketing mix, their benefits, and their drawbacks, as well as the best practices for implementing them.

Alan Charlesworth, a well-known educator, and writer on the topic, is the author of this book. He provides a simple, straightforward frame-

¹ TRAN, Thi Thuy Sinh PhD Student (Vietnam)
(<https://orcid.org/0000-0003-4748-7402>)
University of Sopron István Széchenyi Economics and Management Doctoral
School, Hungary
(Sinh.Thi.Thuy.Tran@phd.uni-sopron.hu)

work that methodically covers all the topic's vital points, such as web development, analytics and metrics, social media, e-commerce, digital marketing strategy, and search engine optimization (SEO). He got involved with e-marketing by accident in 1996 when he joined a small Internet marketing business. That company grew to become one of the largest in the industry. During that period he “preached” to Business Clubs, Chambers of Commerce, and others about the Internet and how businesses must be ready for its arrival and then how to best match the Internet's promise with the organization's and consumers' needs. Although he resigned from full-time employment in April 2020, he continues pursuing digital marketing as a hobby. He still stays up-to-date on a topic as changing as digital marketing, but he spends most of his free time writing books about it.

Discussion

The book's content encompasses well over 118 pages and is designed to meet the needs of instructors at both the undergraduate and graduate levels. This book can be used in the classroom in two ways. It can be the main text for a whole course on digital marketing, or it can be used as an addition for a course on marketing in which digital marketing is just one part. This book is broken up into nine chapters, which are as follows:

- Chapter 1: The digital marketing landscape (17 pages),
- Chapter 2: Search engine optimization (16 pages),
- Chapter 3: Website development (6 pages),
- Chapter 4: The retail website (8 pages),
- Chapter 5: The B2B website (7 pages),
- Chapter 6: Advertising Online (14 pages),
- Chapter 7: Email marketing (5 pages),
- Chapter 8: Marketing on social media (15 pages),
- Chapter 9: Metrics and Analytics (10 pages).

The first section of the book addresses the concern, “What is digital marketing?” before pointing out that standard offline marketing methods can work just as well as their digital counterparts. The author of this book is a firm believer in the idea that “digital marketing is marketing” or, at the very least that digital marketing is a part of marketing. Digital choices are a part of the marketing mix when it comes to marketing. Personalization is a technique that can be utilized in the realm of digital marketing,

specifically for websites, electronic mail, advertisements, and search engine optimization. Content marketing can be used to increase direct sales, web traffic, upselling/cross-selling, brand awareness, customer retention, customer acquisition, brand loyalty engagement, customer relations, thought leadership, or lead generation. It can be used in both B2C and B2B markets. Three main goals can be attained using digital marketing that parallels traditional marketing goals. To be successful, every business needs a plan that looks further into the future than just next week's sales. Some aspects of running a business require planning over a longer period, which is referred to as strategic planning.

The book also discusses every element of search engine optimization (SEO) in the second chapter, which is achieving (or attempting to achieve) a high ranking on the natural or organic search engine results page (SERP) for specific user searches. For example, 87 percent of individuals who search for a service or product start with a search engine; therefore, companies require a high position on the search engine results page (SERP) if they are selling anything online (Schwartz, 2018). Users can access a website through one of four methods:

1. Search – The person clicks on a natural link on the page of search engine results.
2. Direct – The person using the site either types the web page's address (URL) straight into their browser or uses a bookmark.
3. Referral – The person clicks on a link on a third-party site, which could be an ad.
4. Social – A person clicks on a link on a social media site.

Within hours, a company may lose all of its new consumers if a search engine makes a change to its algorithm or a competitor does more search engine optimization. SEO experts use their knowledge, experience, and research to make educated estimates about the most important elements (the corners) that affect search engine rankings. Google has evolved from a search engine into a knowledge-based engine throughout the years, with the goal of recognizing and responding to each user's specific query. The business model utilized by search engines is based on the provision of a service that draws visitors to a website in order to generate revenue through the sale of advertising space.

The third chapter of the book focuses on topics that are universal to all forms of commercial website existence, including websites, social me-

dia platforms, and other websites such as online marketplaces. These topics are all relevant to effective website creation and are discussed in this chapter. To ensure that business goals and consumer expectations are satisfied, the company takes best practices in web development into account. On a website, the fundamental components of information presentation are discussed, however, the site just provides guidelines and not rules. The site's goals might affect how the tips are read but ignoring them is dangerous for the publisher. Prior to beginning work on the establishment of a website, it is important to plan its framework – the hierarchical site architecture. The content of a website can be broken down into two main categories: the textual material, and the graphics and other features. The localized strategy entails the creation of unique websites for each nation in which the company intends to conduct business.

The fourth chapter of the book focuses on distributing products directly to end users via a website. I agree with the mentioned perspective that websites have become an increasingly crucial platform in the realm of digital marketing, facilitating the direct distribution of items to end users. The research also defined four different sorts of online purchasing visits that a client could conduct (Moe & Fader, 2000); these types of visits are still applicable today:

1. Direct-purchase visitation.
2. Deliberation and Search visits.
3. Knowledge-building excursions.
4. Hedonic perusing visits.

According to the information presented in the book, businesses that operate online stores may be broken down into two primary categories: pure play, in which the company conducts all of its business on the internet; and multi-channel, in which the company trades both offline and online. Even if there are online purchase options, the consumer may visit the website as part of the purchasing procedure. They might decide to buy online, but they might buy the item in person or through another means. Customers now have the option of using the Internet to do their research before making a purchase either in-store or online, with home delivery or in-person pickup. Even though it is a less exciting part of digital marketing, making certain that making sure the customer gets the goods they ordered is just as important as anything else when it comes to making sales over the Internet.

In addition, the author presents an exposition on the utilization of websites in the fifth part of the book by firms targeting other businesses, rather than individual consumers. In this context, the primary objective of such websites is typically to generate leads, as opposed to focusing on branding or direct sales. The numerous sorts of business-to-business (B2B) purchases are discussed, as is the function of the decision-making unit (DMU) in the B2B buying process. This chapter comes to a close by discussing the function of business-to-business electronic markets. The B2B e-commerce website addresses the fact that online commercial purchases are possible. The DMU, or procurement department, is the department inside an organization that is in charge of making purchases. The seller's website needs to be designed with the possibility of any or all of these people using it in the preliminary stages of the purchase process in mind, depending on the company and the product. Online marketplaces are usually connected with B2B transactions.

The sixth chapter of the book discusses all forms of online advertising and defines the network, programmatic, display advertising, and automated before briefly discussing ad delivery methods. The several major categories of online advertisements are then covered:

1. Keyword bidding – the advertisement displays on the screen as a result of the user's keywords.
2. Display network advertising – websites that participate in the network that distributes ads for advertisers display banner adverts.
3. Direct (contact) ads – publishers and advertisers negotiate details of advertisements to be displayed on a website directly with one another.
4. Native advertising – the emergence of these advertisements is such that it is not immediately apparent that they are advertisements; their appearance blends in with other content.

Advertisements in this model are displayed on many different kinds of categories, including social media sites. The sixth section describes programmatic marketing and how advertisements are delivered in real-time with programmatic advertising. The last kind of advertising that will be discussed is native advertising, often known as non-advert ads. Then, we move on to discussing the drawbacks of online advertising, such as the effectiveness of digital commercials, whether or not users enjoy them, ads, and ad fraud that show on unsuitable host websites. It is found that 42 percent of consumers in Britain are unaware that search engine results

pages (SERP) may be advertisements (Goodyear, 2020). Because of this, a portion of the click-through rate (CTR), which is already rather low, is likely due to an accident.

In the book's seventh chapter, the author discusses three different ways in which digital marketers might employ email. To begin, there's direct marketing via email, which, in contrast to social media marketing, can have well-defined goals and a verifiable rate of return (often at a much lower investment) if marketers know exactly the age group that sent and received emails with the highest frequency. For instance, the present study examines the outcomes of a survey conducted in the United Kingdom (UK) in 2020, focusing on the proportion of internet users who engaged in weekly email correspondence, categorized by age groups. During the designated survey period, it was determined that 74% of the surveyed population of internet users, specifically those aged between 16 and 24 years, reported engaging in the activity of either sending or receiving emails within the week preceding the survey (Petrosyan, 2022). A common mistake in digital marketing is thinking that solely email can be used for direct marketing. This is incorrect because it fails to take into account the worth of every email interaction as a way to spread a marketing message. Before looking at email as a way to send notes, this idea is looked into. In addition, it is claimed that about one-third of these marketing communications are written by technical staff who are untrained or unqualified to compose marketing copy (SparkPost, 2020). This study also found that it's important to get the tone of these emails right, which is hard for people who are not marketers to do.

The eighth chapter of the book discusses the distinction between marketing on social media and social media marketing and what kind of social media marketing is. It then talks about some of the most important parts of the topic, such as networking, blogging, communities, and sharing, as well as social customer support and service. It is essential to make it abundantly apparent that marketing on social media and social media marketing are two entirely different things. There are several reasons why professionals, commentators, authors, and students all get social media marketing wrong. For instance, the research indicated that 96% of those who talk about a brand online are not associated with that brand (Windels, 2015). Sharing, building relationships, and participating in online groups and networks are at the heart of social media. As a result, marketing efforts conducted via social media should likewise reflect these qualities. When

it comes to social media marketing, there are two main concerns to address: goals, and the management and execution of the strategy. In order to be successful, social media marketing must be a company-wide effort with a designated leader. Tools for keeping tabs on social media keep an eye out for new content including status updates, tweets, chats, and hashtags.

If an individual requires a means of collecting data, conducting analytics, and obtaining metrics, they may discover valuable information in the last section of the book. For example, what is being monitored is taken into consideration, with a particular focus on digital platforms such as websites, advertisements, social media, and email. The limits of Internet data are then discussed, with questions posed about how much of the Internet is false, and whether the correct data is being collected. and the difficulties with metrics, Instagram hosts the most influencers of any platform; therefore, the authenticity of their followers is crucial to marketers; however, Instagram has approximately 9.5%, false followers (Akyon & Kalfaoglu, 2019).

Summary

In summary, using a review of Tanya Hemphill, *Senior Lecturer in Strategic & Digital Marketing at Manchester Metropolitan University, UK*: “This is a great introduction to digital marketing, which gets students up-to-speed in an easily digestible way. It covers some of the key areas of digital marketing communications, such as SEO, search engine advertising, email, etc. I highly recommend this book if you want something that explains key concepts in a clear and easy way, without the jargon.” If I were to compare this book to anything, it would be a digital marketing book because it is so helpful as a reference in marketing. This book is also an immensely effective tool for instructors and students, as is proved by the fact that they are still used in classrooms and on the internet today. In my opinion, both private persons and public libraries ought to have a copy of it in their collections so that they may quickly consult it when researching digital marketing.

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Sustainability Management

Sadrul Islam Sarker¹

[Gutterman, A. S. (2020). *Managing Sustainability*. New York and London: Routledge, 192 pp. ISBN 9780367518547 (Paperback).]

This is a review of Gutterman's book, “Managing Sustainability”, which Routledge released on December 29, 2020. Alan S. Gutterman, author of numerous influential books on law and business and a respected advisor to many successful companies, is also the founding director of the Sustainable Entrepreneurship Project. The book “Managing Sustainability” provides an in-depth look at how to run a company focusing on sustainability. This 192-page book covers various sustainability, governance, and management topics across 15 sections.

In the first section of the book entitled “Governance, Leadership, and Management”, the author presents the emergence of the stakeholder-focused paradigm. According to the author, corporate social responsibility (CSR) is a critical management endeavour that must balance economic, social, and personal aims. The primary concepts addressed in this part encompass corporate governance, leadership, management, sustainability, and corporate social responsibility (CSR).

Section two is headed “Sustainability in the Boardroom”, and the author explains how the board of directors might incorporate environmental and social responsibility into the governance framework and the traditional functions and responsibilities of directors.

Section three of this book is named “Organisational Design for Sustainability”. In this section, the author presents a framework for how the board of directors can oversee sustainability and corporate social respon-

¹ Md. SARKER, Sadrul Islam PhD Research Fellow | Academic Staff Det. of Management Studies
(<https://orcid.org/0000-0001-5128-1453>)
University of Sopron István Széchenyi Economics and Management Doctoral School, Hungary | Begum Rokeya University, Rangpur, Bangladesh
(Sadrul.Sarker@phd.uni-sopron.hu | sadrul@brur.ac.bd)

sibility (CSR) initiatives. Additionally, the author discusses organisational strategy, explicitly focusing on establishing concrete sustainability pledges and targets.

In the fourth section, titled “Strategic Planning for Sustainability”, the author discusses how to make suitable internal organisational structures and systems for running sustainability programmes and initiatives, as well as supporting sustainability and CSR commitments and expectations. For instance, the author states the need to involve stakeholders and how to make and disseminate sustainability reports.

The fifth section deals with incorporating sustainability into the duties, responsibilities, and roles of the chief executive officer (CEO).

Section six is headed “Sustainability Executives”, wherein the author elucidates the responsibilities of sustainability executives in spearheading sustainability endeavours inside an organisation. The author also addresses integrating sustainability into the job descriptions, compensation structures, and performance standards of a new class of sustainability executives.

In section seven, “Sustainable Leadership”, the author discusses the characteristics of sustainable leaders and how they can propel an organisation's sustainability efforts. In this section, the author also introduces Avery and Bergsteiner's ethically based organisational mindset and long-term leadership practices.

The eighth section of this book is named “Management Systems”, and the author explicitly addresses two types of management systems: environmental health and safety (EH&S) management systems and corporate social responsibility/corporate governance (CSR/CG) management systems.

The ninth section of this book is titled “Ethical Management”, in which the author provides practical guidance on how organisations can establish and execute ethical management systems. This section additionally demonstrates how compliance programmes, ethics training, and whistleblowing can assist managers in enhancing their moral character.

Section 10 of this book is titled “Internal Sustainability-Related Codes”. In this section, the author analyses the objectives and specifics of a company's Corporate Social Responsibility (CSR) manual, along with its various internal governance codes, policies, and procedures. These include the code of conduct, suppliers' code of conduct, environmental policy, social responsibility policy, human rights policy, human resources

policy, stakeholder engagement policy, and community development policy.

Section 11 is titled “Organisational Culture and Sustainability”, wherein the author elucidates the process of incorporating sustainability principles into the organisational culture of a company.

Section 12 is entitled “Strategic Human Resource Management”, and the author highlights developing a sustainability-focused recruitment and retention strategy, providing sustainability-focused employee training and development opportunities, and encouraging employee engagement and participation in sustainability initiatives.

“Strategic Human Resource Management” is the title of Chapter 13, in which the author introduces the concept of sustainable technology management, which encompasses the design, consumption, and production of environmentally friendly goods.

The section labelled 14 is titled “Sustainable Technology Management”. In this section, the author offers recommendations for formulating sustainability reports, engaging with stakeholders to comprehend their concerns and expectations, and devising a communication strategy that effectively conveys the organization's sustainability performance and initiatives.

Section 15 is entitled “Evaluating and Improving Sustainability”, and the author explains the practical assessment and improvement of sustainability management. This section also elaborates on the sustainability and CSR index, the balanced scorecard framework, certifications, and rating systems, which measure an organisation's social and environmental responsibility performance.

This book introduces readers to various aspects of sustainability and its management through its several sections. The book is outstanding and should encourage readers to see sustainable management from a new and holistic view. The book is extremely illustrative and motivates readers, particularly business professionals, to adopt a new and comprehensive stance on sustainability management. The book is well-organized and easy to follow because of its clear structure and straightforward narration. It significantly contributes to developing a novel perspective on management and society by enhancing our familiarity with sustainability concepts and their application in the business world. Therefore, this book is a masterpiece of work that can be recommended to readers, especially profes-

sionals and policymakers involved in promoting and managing sustainability issues in business. This book is highly recommended for forward-thinking business leaders. Those in the academic world can gain much insight from this book, which can be a jumping-off point for developing new concepts and theories. Graduate and postgraduate students can also read this book to easily understand the fundamental concepts of sustainability management because of its simple language and nice presentation style.

One grey tint of the book is the absence of cases and examples in the text. It would have been nice if the book included some examples and financial data for reporting on sustainability. Nevertheless, this facet does not diminish the tremendous practicality of the book.

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