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trends strategically,  
and integrate the  
most effective digital  
tactics and tools with  
core values to  
achieve competitive  
advantage.

**Digital Marketing:  
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The obvious starting  
point for integrating  
traditional and digital

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Marketing strategies

involves crafting a

cohesive strategy

across multiple

communication

channels to optimize

reach and frequency

...

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**How to Integrate**

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rely on all the tactics, methodologies, channels, media and tools to work together toward a defined goal that is centered on the client or customer needs. An integrated digital marketing strategy is built on the same basis as any other business strategy. You need to:

Have a clear mission

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Integrating

**Integrated Digital  
Marketing Strategies**

Digital Marketing:

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and Tactics with

Values uses the five-  
step Path to Digital

Integration as a  
diagnostic tool to  
examine the

organization's

incremental journey

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through the various stages of digital integration and transformation, which culminates in its evolution into a Digitally Integrated Organization.

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Values is an easy-to-understand guidebook that draws on the

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and strategic insights to help organizations generate sustainable

growth through digital

integration. It provides

a roadmap to adopt a

digital mindset,

incorporate digital

trends strategically,

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and integrate the  
most effective digital.

**Digital Marketing:  
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Even though more  
businesses are  
interested in focusing  
on digital marketing,  
integrating the two  
strategies as seen  
above will have more  
benefits. It is good to

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strategize and analyze the benefits of bringing them together. Those businesses that have already done this can attest how fruitful it is.

**Traditional and Digital Marketing:  
How to Integrate the**  
...

Digital Marketing:  
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**Marketing: For**

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**and ...**

You need to clearly

show the linkages

between digital and

marketing strategy.

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The long-term aim should be to integrate your digital plan into your marketing communications plan.

Please see our Digital Strategy Toolkit for more details on this.

[Link to Digital](#)

Strategy Toolkit and example marketing plan Barrier 2. Teams working in competing silos

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## **Integrated Digital Marketing - Smart Insights**

Defining integrated  
marketing.

Traditionally,  
definitions of

integrated marketing

focus on integrated  
marketing

communications

(IMC), but we believe

these are no longer fit

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## Digital

Marketing since they imply an old media mindset of campaigns with broadcast and push communications that are one-way and not interactive. Digital media and the web have brought us the opportunity to share via social media ...

**What is Integrated Marketing? | Smart**

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Values is an easy-to-  
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digital mindset,  
incorporate digital  
trends strategically,  
and ...

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**John Smith's -**

**Digital Marketing:  
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To get you thinking  
about how you can  
implement integrated  
digital marketing into  
your business

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strategy, here is a quick snapshot of 6 key elements that go into the IDM process.

**DIGITAL PRESENCE MANAGEMENT.** A business website is the cornerstone of your brand's online presence.

**Integrated Digital Marketing: The Basics | Social**

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## **Media Today**

An integrated Digital Marketing strategy is always crafting the same feeling on every touchpoint and interaction of your customer with your brand. You can do that by unifying every channel and planning your tactics with one single goal in mind, getting all of them to

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work together to move your customer further in the buyer's journey.

Tactics With

**Integrated Digital Marketing: what is and why you need ...**

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as

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desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became

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increasingly  
incorporated into ...

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**Digital marketing -  
Wikipedia**

With  
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Digital marketing is in  
a constant state of  
transformation as  
content becomes the  
fuel that drives the  
growth of cross-  
channel marketing. To  
succeed and integrate  
digital channel efforts

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**Strategy And**

**Impact Of Cross-**

**Channel ...**

As much as 72% of consumers do want to

connect with brands

using integrated digital marketing

strategies as previous studies confirm, and

yet many businesses

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are still slow to adapt such multi-channel marketing campaigns. Implementing an integrated digital marketing campaign may not be as complicated as many small and medium business owners may

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**Why an Integrated Digital Marketing**

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**Marketing is Needed**

Integrating strategy, technology and creativity. About Us.

We are a streamlined, digital agency, founded by two senior ad execs with

experience in branding, strategy and digital marketing for Fortune 500

clients. Since our start

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in 1999, we've sought to improve and simplify agency-client interactions, and help agencies in need an experienced ...

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