

FIRST EDITION

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**BRANDING  
AND  
E-MARKETING**

Maximizing Brand Potential through E-Marketing



DENI ADHA AKBARI



Deni Adha Akbari

# BRANDING AND E-MARKETING: Maximizing Brand Potential through E- Marketing

Paperback: \$19<sup>99</sup>

Edition: Large Print, March 6, 2024



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*Akbari, D. A., (2023). Branding and E-Marketing:  
Maximizing Brand Potential through E-Marketing*

## **Introduction**

Branding and e-marketing are important components of modern business and play a vital role in a company's success. In today's digital era, businesses must have a solid online presence and brand identity to compete in the global market. This book aims to provide a comprehensive overview of branding and e-marketing, from understanding the basics of branding and e-marketing to developing and implementing successful strategies.

This book comprehensively examines the basic concepts and widely accepted practices of branding and e-marketing. It covers important topics for building a brand identity, crafting a marketing strategy, producing engaging and relevant content, and evaluating the results of efforts. Additionally, the book delves into branding and e-marketing perspectives and provides in-depth knowledge of the latest trends and advances in the field.

This book offers valuable, practical guidance and actionable insights for business owners, marketers, and entrepreneurs looking to build a strong brand and a successful e-marketing strategy. It provides a comprehensive understanding of branding and e-marketing and outlines the steps required to execute a successful strategy. This book is an indispensable resource for anyone aspiring to succeed in the digital age.

## List of contents

|   |           |
|---|-----------|
| <b>Introduction</b>   | <b>1</b>  |
| <b>List of contents</b>                                     | <b>3</b>  |
| <b>Chapter 1: Introduction to Branding and E-Marketing</b>  | <b>9</b>  |
| 1.1 Understanding Branding                                  | 10        |
| 1.2 The Importance of Branding in Business                  | 13        |
| 1.3 Definition of E-Marketing                               | 16        |
| 1.4 The Importance of E-Marketing in the Digital Era        | 19        |
| 1.5 Airbnb Case Study                                       | 22        |
| 1.6 Quiz  | 26        |
| 1.7 Reference   | 28        |
| <b>Chapter 2: Building a Strong Brand Identity</b>          | <b>31</b> |
| 2.1 Determining the Target Audience                         | 32        |
| 2.2 Develop a Unique Brand Personality                      | 35        |
| 2.3 Create a Strong Brand Logo                              | 38        |
| 2.4 Consistency in Branding Across All Platforms            | 41        |
| 2.5 Nike Case Study   | 45        |
| 2.6 Quiz  | 48        |
| 2.7 Reference   | 50        |
| <b>Chapter 3: Brand Awareness and Reputation Management</b> | <b>53</b> |
| 3.1 Building Brand Awareness through Marketing              |           |

|  |           |
|--|-----------|
| Campaigns  | 54        |
| 3.2 Managing Online Reputation                       | 57        |
| 3.3 Responding to Negative Feedback and Reviews      | 60        |
| 3.4 Measuring the Success of Brand Awareness Efforts | 64        |
| 3.5 Volkswagen Case Study                            | 67        |
| 3.6 Quiz   | 70        |
| 3.7 Reference  | 73        |
| <b>Chapter 4: E-Marketing Strategy Development</b>   | <b>75</b> |
| 4.1 Setting Marketing Goals and Objectives           | 76        |
| 4.2 Conduct Market Research                          | 79        |
| 4.3 Choosing the Right Marketing Channels            | 82        |
| 4.4 Creating a Marketing Budget                      | 85        |
| 4.5 Kodak Case Study                                 | 89        |
| 4.6 Quiz   | 93        |
| 4.7 Reference  | 96        |
| <b>Chapter 5: Search Engine Optimization (SEO)</b>   | <b>98</b> |
| 5.1 Understanding How Search Engines Work            | 99        |
| 5.2 Keyword Research and Optimization                | 101       |
| 5.3 On-page Optimization Techniques                  | 105       |
| 5.4 Off-page Optimization Techniques                 | 108       |
| 5.5 Moz Case Study                                   | 110       |
| 5.6 Quiz   | 114       |

|  |            |
|--|------------|
| 3.7 Reference  | 117        |
| <b>Chapter 6: Content Marketing</b>                    | <b>120</b> |
| 6.1 Understanding the Importance of Content Marketing  | 121        |
| 6.2 Develop a Content Marketing Strategy               | 123        |
| 6.3 Create Interesting and Relevant Content            | 126        |
| 6.4 Measuring the Success of Content Marketing Efforts | 129        |
| 6.5 Red Bull Case Study                                | 132        |
| 6.6 Quiz   | 136        |
| 6.7 Reference  | 139        |
| <b>Chapter 7: Email Marketing</b>                      | <b>142</b> |
| 7.1 Building an Email Marketing List                   | 143        |
| 7.2 Creating an Effective Email Campaign               | 146        |
| 7.3 Measuring the Success of Email Marketing Efforts   | 149        |
| 7.5 Toys “R” Us Case Study                             | 149        |
| 7.6 Quiz   | 153        |
| 7.7 Reference  | 156        |
| <b>Chapter 8: Social Media Marketing</b>               | <b>159</b> |
| 8.1 Choosing the Right Social Media Platform           | 160        |
| 8.2 Develop a Social Media Marketing Strategy          | 163        |

|   |            |
|---|------------|
| 8.3 Create Interesting and Relevant Social Media Content    | 166        |
| 8.4 Measuring the Success of Social Media Marketing Efforts | 169        |
| 8.5 Wendy’s Case Study                                      | 173        |
| 8.6 Quiz  | 176        |
| 8.7 Reference   | 179        |
| <b>Chapter 9: Influencer Marketing</b>                      | <b>182</b> |
| 9.1 Understanding Influencer Marketing                      | 183        |
| 9.2 Finding the Right Influencer for the Brand              | 186        |
| 9.3 Work with Influencers to Promote Brands                 | 189        |
| 9.4 Measuring the Success of Influencer Marketing Efforts   | 192        |
| 9.5 Glossier Case Study                                     | 195        |
| 9.6 Quiz  | 199        |
| 9.7 Reference   | 202        |
| <b>Chapter 10: Mobile Marketing</b>                         | <b>204</b> |
| 10.1 Understanding the Importance of Mobile Marketing       | 205        |
| 10.2 Develop a Mobile Marketing Strategy                    | 208        |
| 10.3 Create Engaging and Relevant Mobile Content            | 211        |



|   |            |
|---|------------|
| 10.4 Measuring the Success of Mobile Marketing Efforts    | 214        |
| 10.5 Snapchat Case Study                                  | 217        |
| 10.6 Quiz   | 221        |
| 10.7 Reference  | 224        |
| <b>Chapter 11: Video Marketing</b>                        | <b>226</b> |
| 11.1 Understanding the Power of Video Marketing           | 227        |
| 11.2 Developing a Video Marketing Strategy                | 230        |
| 11.3 Create Interesting and Relevant Video Content        | 233        |
| 11.4 Measuring the Success of Video Marketing Efforts     | 235        |
| 11.5 GoPro Case Study                                     | 239        |
| 11.6 Quiz   | 242        |
| 11.7 Reference  | 245        |
| <b>Chapter 12: Affiliate Marketing</b>                    | <b>248</b> |
| 12.1 Definition of Affiliate Marketing                    | 249        |
| 12.2 Finding the Right Affiliate Partner                  | 252        |
| 12.3 Setting Up an Affiliate Marketing Program            | 254        |
| 12.4 Measuring the Success of Affiliate Marketing Efforts | 257        |

|  |            |
|--|------------|
| 12.5 Amazon Case Study                                     | 261        |
| 12.6 Quiz  | 264        |
| 12.7 Reference   | 267        |
| <b>Chapter 13: E-Commerce Marketing</b>                    | <b>270</b> |
| 13.1 Understanding the Importance of E-Commerce Marketing  | 271        |
| 13.2 Developing an E-Commerce Marketing Strategy           | 274        |
| 13.3 Create Interesting and Relevant E-Commerce Content    | 277        |
| 13.4 Measuring the Success of E-Commerce Marketing Efforts | 280        |
| 13.5 Zappos Case Study                                     | 284        |
| 13.6 Quiz  | 287        |
| 13.7 Reference   | 290        |

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