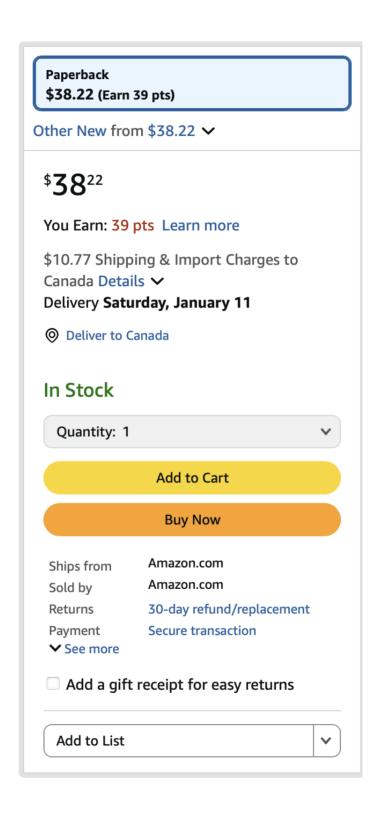
FIRST EDITION

Marketing Management: Integrating Traditional and Digital Strategies



DENI ADHA AKBARI



FIRST EDITION Marketing Management:

Integrating Traditional and Digital Strategies



DENI ADHA AKBARI

Citation:

Akbari, D.A., (2025). Marketing Management: Integrating Traditional and Digital Strategy, First Edition, Amazon Kindle Direct Publishing

Acknowledgments

I would like to express my deep gratitude to all the individuals who have provided support, knowledge, and inspiration during the process of writing this book. First of all, I would like to give my highest appreciation to Prof. Dr. H. Gunawan Suryoputro, M. Hum., Chancellor of Universitas Muhammadiyah Prof. Dr. Hamka, who not only provides strategic direction but also immeasurable motivation for all of us at the university. His visionary leadership has brought UHAMKA to extraordinary achievements in the academic and industrial worlds. I would also like to thank Prof. Dr. Zulpahmi, SE., M.Sc., Dean of the Faculty of Economics and Business, whose expertise has not only inspired me but also many other students and academic staff. His support in the development of this book was critical and allowed me to present rich and in-depth content. Not to forget, thank you to all the lecturers and staff at the Faculty of Economics and Business, as well as my colleagues who have provided constructive feedback and suggestions. Their experience and knowledge have contributed greatly to enriching and perfecting this publication. Finally, infinite thanks to my family who always provided support and understanding throughout the writing process. The success of this book is the result of hard work and prayers from all of us.

Dr. Deni Adha Akbari

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Foreword

I am proud to write the foreword to this important book entitled "Marketing Management: Integrating Traditional and Digital **Strategy**". This book presents a detailed view of how traditional and digital marketing can be combined to achieve competitive advantage in a dynamic business environment. As Head of the Management Study Program at the Faculty of Economics and Business, Muhammadiyah University, Prof. Dr. Hamka (UHAMKA), I witnessed firsthand the challenges faced by organizations in adapting their marketing strategies to meet rapidly changing market demands. Marketing is no longer just about sales or advertising; it is a complex process that integrates advanced technology, data analysis, and a deep understanding of consumer behavior. Dr. Deni Adha Akbari, through this book, provides a strategic and practical framework that will help practitioners and academics understand and apply the principles of effective marketing management. Discussions of real case studies, from leading companies such as Unilever and Tokopedia, add depth to the material by providing concrete examples of successful marketing strategy applications. This book is an invaluable resource for management and marketing students looking to gain applicable knowledge and for industry professionals seeking to improve their marketing skills and strategies. Through the insights this book offers, readers will be equipped to make more informed and effective marketing decisions. I congratulate Dr. Akbari for his outstanding work and hopes that this book will meet and exceed the expectations of diverse readers in academic and professional fields.

Arif Widodo Nugroho, S.E., M.M.

Head of Management Study Program Faculty of Economics and Business Muhammadiyah University Prof. Dr. Hamka

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Introduction

The digital era has brought significant changes to the way companies interact with their consumers. Integration of traditional marketing strategies with digital is crucial in achieving optimal marketing communications effectiveness. The book "Marketing Management: Integrating Traditional and Digital Strategies" aims to provide readers with an in-depth understanding of the dynamics of modern marketing that combines these two elements in harmony. In this book, we will explore techniques and strategies that have proven successful in both the digital and traditional marketing worlds, and how they can be integrated to create more effective and efficient campaigns. Special emphasis is placed on real case analysis and theoretical applications that can be implemented in daily practice. The author, with extensive experience in both digital and traditional marketing, invites readers to take a closer look at how new technology and social media have changed the marketing landscape. By understanding the basic principles and practical applications of marketing management, readers are expected to be able to adapt and implement strategies that will be profitable in this competitive market environment. This book is designed to be an essential guide for students, marketing practitioners, and anyone who desires to understand and exploit the full potential of the integration of traditional and digital marketing.

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About the Author



Dr. Deni Adha Akbari is a professional passionate about applying marketing intelligence digital neuromarketing. Не completed undergraduate education at Airlangga University, master's education University of Indonesia. and education at IPB University. Throughout his Deni has worked career. at Advertising and Ogilvy & Mather, managing large clients such as Citibank, American

Express, IBM, and Nestle. His specialties cover various aspects of integrated marketing communications, including smart blogging, search engine optimization, and keyword research. As a lecturer at Muhammadiyah University, Prof. Hamka (UHAMKA) Indonesia, he is committed to bridging theory and practice by integrating real case studies into the curriculum. This allows students to analyze and develop an in-depth understanding of the challenges and solutions in today's digital marketing industry. With extensive experience in promotions and admissions, public relations, and affiliate marketing, he demonstrates a thorough understanding of digital marketing tactics and techniques. His depth of knowledge and dedication to education prepares students for successful careers, making him an influential figure in both academia and the marketing industry.

FIRST EDITION Marketing Management: Integrating Traditional and Digital Strategies

The world of marketing continues to change at an unprecedented pace, fueled by advances in technology and changes in consumer behavior. In "Marketing Management: Integrating Traditional and Digital Strategy," the authors combine insights from classic marketing practices with the latest digital innovations to provide a comprehensive guide to designing effective and efficient marketing strategies in the digital era. This book presents marketing management concepts and techniques that have been tested with practical applications and real examples of companies that have successfully adapted and achieved competitive advantage. With an emphasis on integration between traditional tools and platforms with digital channels and new technologies, this book is an ideal resource for marketers looking to understand today's market dynamics and optimize their strategies. From SWOT analysis to digital marketing, from social media marketing to omni-channel strategy, each chapter is structured to provide an in-depth understanding of the key elements in contemporary marketing. The book is packed with case studies that highlight best practices and important lessons learned, making it a must-read for business students, marketing professionals, and anyone in the marketing and communications industry. Gain insights that will equip you with the knowledge to not only survive but thrive in this ever-innovating market.