Diploma in Professional Marketing

Elective Module: Digital Strategy

Through the CIM website you have free access to a large range of journals and reports.
This document signposts articles, journals, web pages and a range of other material that is relevant to this module. We have divided it into the different learning outcomes to help you on your learning journey.

Unit 1: Digital disruption

Learning outcome 1: Understand strategic implications of the disruptive digital environment

Learning outcome 2: Generate relevant insights into key emerging themes within the digital marketing environment

Unit 2: Digital planning

Learning outcome 3: Develop strategic recommendation in response to the need to acquire, convert and retain customers

Learning outcome 4: Deliver agile response to changing customer behaviours

Unit 3: Delivering success

Learning outcome 5: Know how to manage and optimise key channels and content within a digitally enhanced strategic plan

Learning outcome 6: Apply key digital measures to analyse social, sentiment, search and site behaviour

The links were all checked as of August 2015. If any are broken please e-mail the details to library@cim.co.uk for resolution or alternatives. These resources are designed to be updated on a regular basis; there is a version number in the footer.

Our electronic resources for members has more information on accessing the services, alternatively please contact library@cim.co.uk or telephone +44 (0)1628 427333.
Unit 1: Digital disruption

Learning outcome 1: Understand the strategic implications of the disruptive digital environment

As a CIM Studying Member you have free access to a large range of journals and reports. This document signposts articles, journals, pages on websites and a range of other material that is relevant to this module.

ARTICLES
These articles are available via CIM website. For the links to work go to the CIM website and log in. Click on the Ebsco and Emerald links and leave the pages open in your browser. Now click on the links below. [The publishers of Harvard Business Review do not permit direct links to be available – but they are available to search within the Ebsco database.]


MARKETING EXPERT
(You will be prompted to log in)

Develop your digital strategy
http://www.cimmarketingexpert.co.uk/page/2069/develop-your-digital-strategy-e-strategy

Measuring landing page effectiveness
http://www.cimmarketingexpert.co.uk/page/3625/measuring-your-landing-page-s-effectiveness

Decide how you will track and evaluate
http://www.cimmarketingexpert.co.uk/page/3631/decide-how-you-will-track-and-evaluate
see the digital cost effectiveness template on right hand side

Web analytics
http://www.cimmarketingexpert.co.uk/page/589/web-analytics-use-it-to-convert-more-visitors-into-buyers
Customer insight – consumer audience
http://www.cimmarketingexpert.co.uk/diagram/55/customer-insight

Macro-segments and micro-segments
http://www.cimmarketingexpert.co.uk/page/459/macro-segments-and-micro-segments
see Media Analysis by Segment template

An external analysis
http://www.cimmarketingexpert.co.uk/page/847/an-external-analysis

PESTLE
http://www.cimmarketingexpert.co.uk/page/3609/pest-pestel-analysis

Approaches to Competitor Analysis
http://www.cimmarketingexpert.co.uk/page/3570/competitor-analysis-insight-to-drive-your-strategy-plan

Digital Strategy (visual)
http://www.cimmarketingexpert.co.uk/diagram/23/digitalstrategy

You can also chose Templates on left hand menu of Marketing Expert – scroll to Digital to see a selection of tools.

JOURNALS
You can set up alerts for journals on Ebsco so each time an edition is uploaded you receive notification.

Siliconindia by Siliconindia on Ebsco

McKinsey Quarterly on Ebsco

Digital Marketing Magazine - http://digitalmarketingmagazine.co.uk/

Wired Magazine
http://www.wired.co.uk/magazine

OTHER ITEMS
Practical Insights Webinars are available via Marketing Expert
http://www.cimmarketingexpert.co.uk/practicalinsights
Unit 1: Digital disruption

Learning outcome 2: Generate relevant insights into key emerging themes within the digital marketing environment

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OTHER ARTICLES
Articles from other journals that should be generally available.


MARKETING EXPERT
(You will be prompted to log in)

SWOT Analysis
http://www.cimmarketingexpert.co.uk/page/953/the-swot-analysis
See SWOT analysis by segment template

Your e-marketplace SWOT
http://www.cimmarketingexpert.co.uk/page/4574/your-e-marketplace-swot

The digital marketing mix
http://www.cimmarketingexpert.co.uk/page/2008/4-the-digital-marketing-mix

Digital Strategy (visual)
http://www.cimmarketingexpert.co.uk/diagram/23/digitalstrategy

JOURNALS
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Siliconindia by Siliconindia on Ebsco

McKinsey Quarterly on Ebsco

Digital Marketing Magazine - http://digitalmarketingmagazine.co.uk/

Wired Magazine
http://www.wired.co.uk/magazine

OTHER ITEMS
[Sign up required]

Practical Insights Webinars are available via Marketing Expert
http://www.cimmarketingexpert.co.uk/practicalinsights
Unit 2: Digital planning

Learning outcome 3: Develop strategic recommendations in response to the need to acquire, convert and retain customers

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http://dx.doi.org/10.1108/JPBM-05-2013-0299


A new model building on Procter & Gamble’s ‘moments of truth’ model.

MARKETING EXPERT
(You will be prompted to log in)

Organisational and financial benefits of customer acquisition
http://www.cimmarketingexpert.co.uk/page/1311/organisational-and-financial-benefits-of-customer-acquisition

Recruitment and retention strategies
http://www.cimmarketingexpert.co.uk/page/865/recruitment-and-retention-strategies

Examples of SMART customer acquisition objectives
http://www.cimmarketingexpert.co.uk/page/2148/examples-of-smart-customer-acquisition-objectives-

Converting potential buyers into customers
http://www.cimmarketingexpert.co.uk/page/69/converting-potential-buyers-into-customers
Cost per conversion
http://www.cimmarketingexpert.co.uk/page/2977/cost-per-conversion

Conversion funnel
http://www.cimmarketingexpert.co.uk/page/2141/the-conversion-funnel

Conversion rates
http://www.cimmarketingexpert.co.uk/page/2970/conversion-rates

Example metrics for leads
http://www.cimmarketingexpert.co.uk/page/3872/example-metrics-for-leads

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Siliconindia by Siliconindia on Ebsco

McKinsey Quarterly on Ebsco

Digital Marketing Magazine - http://digitalmarketingmagazine.co.uk/

Wired Magazine
http://www.wired.co.uk/magazine

OTHER ITEMS
Practical Insights Webinars are available via Marketing Expert
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Unit 2: Digital planning

Learning outcome 4: Deliver an agile response to changing customer behaviours

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MARKETING EXPERT

(You will be prompted to log in)

Marketing mix (visual)
http://www.cimmarketingexpert.co.uk/diagram/17/marketing-mix

Digital marketing planning
http://www.cimmarketingexpert.co.uk/page/2010/digital-marketing-planning

Digital marketing mix
http://www.cimmarketingexpert.co.uk/page/2008/4-the-digital-marketing-mix

Digital marketing strategy/E-marketing strategy
http://www.cimmarketingexpert.co.uk/page/4575/digital-marketing-strategy-e-marketing-strategy

Digital strategy
http://www.cimmarketingexpert.co.uk/diagram/23/digitalstrategy

Virtual/digital channels
http://www.cimmarketingexpert.co.uk/page/1141/virtual-digital-channels
JOURNALS
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Siliconindia by Siliconindia on Ebsco

McKinsey Quarterly on Ebsco

Digital Marketing Magazine -  http://digitalmarketingmagazine.co.uk/

Wired Magazine
http://www.wired.co.uk/magazine

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Unit 3: Delivering success

Learning outcome 5: Know how to manage and optimise key channels and content within a digitally enhanced strategic plan

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http://dx.doi.org/10.1108/13612021311305119

http://dx.doi.org/10.1108/JRIM-08-2013-0059


OTHER ARTICLES

Articles from other journals that should be generally available.


MARKETING EXPERT

(You will be prompted to log in)

Digital strategy
http://www.cimmarketingexpert.co.uk/diagram/23/digitalstrategy

Digital marketing strategy/E-marketing strategy
http://www.cimmarketingexpert.co.uk/page/4575/digital-marketing-strategy-e-marketing-strategy

Providing strategic direction and planning
http://www.cimmarketingexpert.co.uk/page/4089/providing-strategic-direction-and-planning

Marketing plan (visual)
http://www.cimmarketingexpert.co.uk/diagram/57/marketing-plan
JOURNALS
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Siliconindia by Siliconindia on Ebsco

McKinsey Quarterly on Ebsco

Digital Marketing Magazine - http://digitalmarketingmagazine.co.uk/

Wired Magazine
http://www.wired.co.uk/magazine

OTHER ITEMS

Practical Insights Webinars are available via Marketing Expert
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Unit 3: Delivering success

Learning outcome 6: Apply key digital measures to analyse social sentiment, search and site behaviour

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OTHER ARTICLES
Articles from other journals that should be generally available.


MARKETING EXPERT
(You will be prompted to log in)

Web analytics
http://www.cimmarketingexpert.co.uk/page/589/web-analytics-use-it-to-convert-more-visitors-into-buyers

Get the principles of evaluation right

Primary evaluation for digital channels
http://www.cimmarketingexpert.co.uk/page/4403/primary-evaluation-metrics-for-digital-channels

Digital marketing – create your plan/strategy
http://www.cimmarketingexpert.co.uk/page/1086/digital-marketing-create-your-plan-strategy

Measuring digital marketing campaigns
http://www.cimmarketingexpert.co.uk/page/2177/measuring-digital-marketing-campaigns

Analytics and marketing performance
http://www.cimmarketingexpert.co.uk/diagram/96/measuring-and-improving-marketing-performance

Key performance indicators or KPIs (in digital marketing)
http://www.cimmarketingexpert.co.uk/page/2142/key-performance-indicators-or-kpis-in-digital-marketing-

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Siliconindia by Siliconindia on Ebsco

McKinsey Quarterly on Ebsco

Digital Marketing Magazine - http://digitalmarketingmagazine.co.uk/

Journal of Research in Interactive Marketing
http://www.emeraldinsight.com/rss/2040-7122.xml (RSS Feed)

Wired Magazine
http://www.wired.co.uk/magazine

OTHER ITEMS

Practical Insights Webinars are available via Marketing Expert
http://www.cimmarketingexpert.co.uk/practicalinsights