Certificate in Professional Marketing
Elective Module: Digital Marketing

Through the CIM website (MyCIM) 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: The digital landscape
Learning outcome 1: Understanding the opportunities and challenges presented through the disruptive digital environment
Learning outcome 2: Assess the impact and influence of the dynamic digital environment

Unit 2: Digital toolkit
Learning outcome 3: Understand how key digital tools can support and enhance marketing.
Learning outcome 4: Understand the relevance of digital platforms and channels in context

Unit 3: Digital in action
Learning outcome 5: Develop digital activities to support and enhance multichannel marketing
Learning outcome 6: Apply the key principles involved in monitoring and measuring digital marketing effectiveness

The links were all checked as of September 2017. If any are broken please e-mail the details knowledge@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.
Access to resources

This resource guide is designed to help you access pertinent material suitable for your studies. The material is available to you via the CIM website and the wider internet. The CIM website not only has a wealth of material within the Content Hub but via MyCIM, the member only area, there are links to Ebsco, Emerald, MyiLibrary and Marketing Expert that are databases of journals, reports, templates, fact sheets and books on many topics relevant to your studies and your working life. You may also find online access to CIM’s quarterly award-winning publication Catalyst with exclusive content written by thought-leaders on a wide range of contemporary challenges and topics. All of this is included in your membership subscription for your study and personal use.

When logged into MyCIM you will find links to the full range of resources.

NB if you are accessing MyCIM from a university or college you may find the CIM collections are unavailable and you will only be able to access your own colleges selection of material. All our collections will have a CIM logo present and to access you may need to find an alternate IP address.

To access links in this file:

Articles and reports
There are links to material in both the Emerald and Ebsco collections. Open the relevant database from the MyCIM Studying tab and leave open in the background. In most cases there will be a direct link to the item given, but occasionally publishers on Ebsco do not allow this and instead we will mark with ~. The best alternate route of access is to navigate via the publication, then choosing the year, the volume and browsing for the article.

CIM website
Our website is packed with a range of articles and webinars available via the Content Hub as well as practical guides, topic guides and templates within our newly refurbished Marketing Expert. Where material is exclusive to CIM members, you will be asked to log in.

MyiLibrary online books
MyiLibrary is filled with fantastic books that are pivotal to excelling in your studies. You can access MyiLibrary from MyCIM and leave open in the background to enable links, sometimes to a book but sometimes to a specific chapter, to open.

Journals
Alerts can be set up on Ebsco and Emerald to advise when a new edition has been added to the collection. The user guide (link below) will give further instructions on setting up the alerts.

General websites
Where we have found other relevant material, we will link to it and we will indicate if you need to register. All registrations in this case would be free but we cannot take responsibility regarding the registration.

Our user guide for accessing online electronic resources is available on the Marketing Library Resources page. Alternatively, please contact the Knowledge Services Team on knowledge@cim.co.uk or call +44 (0)1628 427333.
Unit 1: The digital landscape

Learning outcome 1: Understand the opportunities and challenges presented through the disruptive digital environment

DEFINITIONS

Trolling – carefully and systematically searching an area for something. Is being used currently to denote searching of the internet – usually for ‘tilting of the discursive field’.

ARTICLES


SEARCHES
Click on the Ebsco link within MyCIM then return to these links. They will run in real time.

Disruptive technologies and marketing
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=(DE+%26quot%3bDisruptive+technologies%26quot%3b)+AND+(marketing)&cli0=FT&clv0=Y&cl1=DT1&clv1=201001-201712&type=1&site=ehost-live

Digital marketing and customer journey
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=(digital+marketing)+AND+(customer+journey)&cli0=FT&clv0=Y&cl1=DT1&clv1=201001-201712&type=1&site=ehost-live

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

Siliconindia by Siliconindia on Ebsco (you can set up an alert)

OTHER ITEMS
Focusing more on the sociological aspects of trolling

Kurzweil's law of accelerating returns
http://www.kurzweilai.net/kurzweils-law-aka-the-law-of-accelerating-returns


Dave Chaffey's blog
http://blog.davechaffey.com/

Daniel Rowles's blog
http://www.targetinternet.com/digital-marketing-blog/

MYLIBRARY
https://lib.myilibrary.com/Open.aspx?id=716222

https://lib.myilibrary.com/Open.aspx?id=719363

CIM WEBSITE
https://exchange.cim.co.uk/blog/location-location-location/
Unit 1: The digital landscape

Learning outcome 2: Assess the impact and influence of the dynamic digital environment

ARTICLES

https://doi.org/10.1108/JRIM-06-2016-0065


Case from the airline industry showing the shift of power from companies to consumers


https://doi.org/10.1108/JRIM-04-2013-0019

**SEARCHES**
Click on the Ebsco link within MyCIM then return to these links. They will run in real time.

Online and consumer behaviour
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=(SU+online)+AND+(SU+consumer+behaviour)&cli0=FT&cli1=201001-201712-type=1&site=ehost-live

**JOURNALS**
*McKinsey Quarterly* on Ebsco

**OTHER ITEMS**
Dave Chaffey’s blog
http://blog.davechaffey.com/

Daniel Rowles’s blog
http://www.targetinternet.com/digital-marketing-blog/
Unit 2: Digital toolkit

Learning outcome 3: Know how key digital tools can support and enhance marketing

ARTICLES


SEARCHES

Click on the Ebsco link within MyCIM then return to these links. They will run in real time.

Digital marketing and communication
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=(digital+marketing)+AND+(communication)&cli0=FT&cli1=Y&clv1=DT1&clv2=201001-201712&type=1&site=ehost-live
OTHER ITEMS

Dave Chaffey's blog
http://blog.davechaffey.com/

Daniel Rowles's blog
http://www.targetinternet.com/digital-marketing-blog/

Daniel Rowles's podcast
http://www.targetinternet.com/category/digital-marketing-podcast/

CIM offer a range of course on digital marketing
www.cim.co.uk/training


CIM WEBSITE


Unit 2: Digital toolkit

Learning outcome 4: Understand the relevance of digital platforms and channels in context

ARTICLES

Cleary, I. (2016) How to track whether your social media traffic is converting. Communication World, Mar, p1. Ebsco


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


SEARCHES

Click on the Ebsco link within MyCIM then return to these links. They will run in real time.

Digital adoption
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=digital+adoption&cl0=FT&clv0=Y&cl1=DT1&clv1=201001-201712&type=1&site=ehost-live
OTHER ITEMS

Dave Chaffey's blog
http://blog.davechaffey.com/

Daniel Rowles's blog
http://www.targetinternet.com/digital-marketing-blog/
Unit 3: Digital in action

Learning outcome 5: Develop digital activities to support and enhance multichannel marketing

ARTICLES


Larsen, M.C. (2017) How merging the offline and online data, and an omni-channel, data-driven approach substantially increased Ford Denmark’s marketing performance. Ebsco


**SEARCHES**  
Click on the Ebsco link within MyCIM then return to these links. They will run in real time.

Digital marketing campaigns (many examples)  
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=digital+marketing+campaigns&cl0=FT&clv0=Y&cl1=DT1&clv1=201001-201712&type=1&site=ehost-live

Digital marketing plan  
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=digital+marketing+plan&cl0=FT&clv0=Y&cl1=DT1&clv1=201001-201712&type=1&site=ehost-live

**OTHER ITEMS**  
http://digitalmarketingmagazine.co.uk/digital-marketing-content/how-to-create-an-easy-nine-step-content-strategy/705

http://digitalmarketingmagazine.co.uk/digital-marketing-advertising/why-multiscreen-merchandising-is-the-next-marketing-milestone/728

Dave Chaffey’s blog  
http://blog.davechaffey.com/

Daniel Rowles’s blog  
http://www.targetinternet.com/digital-marketing-blog/

**MYILIBRARY**  
https://lib.myilibrary.com/Open.aspx?id=576966

**CIM WEBSITE**  
https://exchange.cim.co.uk/blog/how-to-nail-the-omnichannel-challenge/

https://exchange.cim.co.uk/blog/the-future-of-marketing-technology/

Steingold, L. (2017) Advertising in the age of mobile, social and AI. *CIM Content Hub*, 30 May.  
https://exchange.cim.co.uk/blog/advertising-in-the-age-of-mobile-social-and-ai/

https://exchange.cim.co.uk/blog/the-best-things-in-life-are-freemium/
Unit 3: Digital in Action

Learning outcome 6: Apply the key principles involved in monitoring and measuring digital marketing effectiveness

DEFINITIONS
VOC – Voice of customer
LTV – Life-time value
CTR – Click through rates
CRO – Conversion Rate Optimisation
APO – App Store Optimisation

ARTICLES


SEARCHES
Click on the Ebsco link within MyCIM then return to these links. They will run in real time.

Customer lifetime value
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=DE%26quot%3bCustomer+lifetime+value%26quot%3b&cli0=FT&clv0=Y&cli1=DT1&clv1=201301-201712&type=1&site=ehost-live

Response rates
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=DE%26quot%3bResponse+rates%26quot%3b&cli0=FT&clv0=Y&cli1=DT1&clv1=201301-201712&type=1&site=ehost-live

Click through rates
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=DE%26quot%3bClick+through+rate%26quot%3b&cli0=FT&clv0=Y&cli1=DT1&clv1=201501-201712&type=1&site=ehost-live

Key performance indicators
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=DE%26quot%3bKey+performance+indicators+(Management)%26quot%3b&cli0=FT&clv0=Y&cli1=DT1&clv1=201301-201712&type=1&site=ehost-live

Internet surveys
http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=DE%26quot%3bInternet+surveys%26quot%3b&cli0=FT&clv0=Y&cli1=DT1&clv1=201401-201712&type=1&site=ehost-live

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

OTHER ITEMS
http://digitalmarketingmagazine.co.uk/social-media-marketing/how-to-measure-customer-service-on-social-media/729


Dave Chaffey's blog
http://blog.davechaffey.com/

Daniel Rowles's blog
http://www.targetinternet.com/digital-marketing-blog/

MYLIBRARY
https://lib.myilibrary.com/Open.aspx?id=719363

Chapter 3 covers metrics and data, types of data and how to use metrics
Chapter 4 covers analytics

https://lib.myilibrary.com/ProductDetail.aspx?id=652505

Chapter 10 covers measure and refine
Chapter 13 covers evaluation and ROI

https://lib.myilibrary.com/ProductDetail.aspx?id=586337
CIM Website
Richards, J. (2017) Quick guide to KPIs and analytics. *CIM Content Hub.*
https://exchange.cim.co.uk/blog/quick-guide-to-kpis-and-analytics/

https://exchange.cim.co.uk/blog/evaluating-engagement/

https://exchange.cim.co.uk/blog/how-to-maximise-your-web-analytics/