

## E-Marketing Excellence Digital Book Club

Paul Smith and Dave Chaffey  
Butterworth-Heinemann 2002

[Contents](#) | [Signpost to digital world](#) [New economy ideas](#) [Actions](#) [Resources](#)

“I think people still underestimate in the decade ahead how much digital approaches will change the way they work and the way they live”



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'E-marketing Excellence' will guide you confidently through the digital models and marketing plans, explaining how to drive your internet business forward.

#### About the Digital Book Club series

In times of huge economic and social change, knowledge becomes a critical success factor. We created the Digital Book Club reviews to bring you closer to the people and ideas shaping the digital networked economy. They are short reviews of texts we'd recommend, and are published monthly. We also publish similar Digital Thought Leadership interviews and Digital Insight Reports to accompany our own talks and training workshops. Knowledge and training can unlock the potential of your team.

## Signpost to digital world

The latest e-marketing text to hit Amazon.com's virtual bookshelves provides a balanced and accessible approach to the subject for practitioners, while pointing the more academic student to a thoughtful and manageable set of reference texts and hyperlinks that add a critical dimension to the text that many authors still miss.

Interactive marketing in all its forms and across all its delivery channels remains a rapidly evolving discipline and critical new elements are still being uncovered. It is revolutionising the practices of marketing and can further enhance marketing's centrality to organisations' structures. It is exciting, rewarding, effective, but initially can seem daunting. This is a solid robust guide to where today's understanding has taken us. While a specialist practicing in one of the dozens of areas covered will no doubt be able to provide alternative viewpoints, this remains an excellent way into the industry for anyone from the serious marketer and the interactive team to finance directors and other company staff increasingly confronted with interactive elements of their business.

Weighing in at 340 pages, 'eMarketing eXcellence' is also a surprisingly easy read. Authors Smith and Chaffey have woven case studies, screenshots and context into the fabric of every section, allowing the reader to relate the theory elements directly to websites and brands they will have experienced. They have also drawn upon some of the industry gurus – like web design and usability specialist Jakob Nielsen. There remains no substitute to spending time using the medium, but returning to some of the sites mentioned and examining the author's perspectives will help convert personal experience into effective learning.

It successfully combines breadth of subject matter with a depth that gives the reader more than a superficial understanding of the issues. Smith and Chaffey have also broken down the subject into the type of granular level that should allow a busy marketing manager to find exactly what they need in the few moments they have in the working environment, which means that although positioned as a study text, 'eMarketing eXcellence' will be a useful practitioner's handbook for the desk drawer.

## Sell, Serve, Speak, Save and Sizzle

They lay out their stall with the five 'S's of internet marketing - Sell, Serve, Speak, Save and Sizzle (brand building) for those not yet in the know. However these and other new economy ideas are readily related to the well-trodden ground of traditional business theory leaving experienced marketers to take comfort in the references to Peppers & Rogers and Booms & Bitner among others.

Their jargon glossary may prove a useful reference tool, but care has been taken along the way to demystify and put into context several of the industry's key concepts such as 'disintermediation'.

All these are several things that made this text stand out from others in the field. The examples deviated from the familiar case studies, and while some will slide out of date – inescapable in this sector – they provide a breadth of best practice that a reader should be able to easily relate to their own sector. They also spread across Business to Business as well as Business to Consumer and attention has been paid to cover off a wide range of vertical markets.

However it is in the simple and effective way they deal with the practicalities of e-marketing that earned them space on my bookshelf. Consistently theory is related directly into practice and there are many 'how-to' points tackling such thorny issues as how to build effective online communities or how to turn your website's audience data into something you can use.

Even for experienced e-marketers there is a constant need for learning and development as well as hands on practice. Make no mistake, texts like this should not simply be read by students, we can all benefit from regular knowledge updates.

## Actions

**Access more of our Digital Book Club Reviews by signing up for our email service. Buy your copy of the book for reference in a single click through Amazon affiliate DigitalStrategyConsulting.com; see what else we're recommending and why.**

**Sign up for our Digital Thought Leaders series that accompanies the Digital Book Club.**

**Invite us to come and talk with your team about changes in the near future and their impact on your business.**

## Resources & Links

The Digital Book Club on [DigitalStrategyConsulting.com](http://DigitalStrategyConsulting.com)

The Digital Jargon Buster on [www.DigitalJargonBuster.org](http://www.DigitalJargonBuster.org)

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### About the author

Danny Meadows-Klue has been a commentator on the digital networked industries since 1995. He managed the UK's first online newspaper and has helped run web businesses ranging from mass market portals and consumer magazines, to online stores, search and email services.



Among his industry roles he is the co-founder and former chairman of the UK and European Internet and Interactive Advertising Bureau, and has been lecturing on digital marketing for more than a decade. He set up Digital Strategy Consulting in 2000 to help firms accelerate their businesses through digital networks.



Making sense of a digital world

Digital Strategy Consulting Limited

Tel +44 (0)20 7244 9661

Fax +44 (0)20 7168 2659

Email [TheTeam@DigitalStrategyConsulting.com](mailto:TheTeam@DigitalStrategyConsulting.com)

Registered Company Number: 4342606

Registered office: The Digital Hub, 34 Kenway Road, Kensington, London SW5 0RR, UK

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