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Digital Strategies is a great instructional manual for senior corporate strategists, charged with building a brand or communicating the message of an organization. Argenti and Barnes seem especially sympathetic toward strategists, long in the business, who now find themselves faced with the fast shifting ground of an environment peppered with evermore communication platforms.

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Examples of digital marketing strategies include a social media campaign that includes partnerships with influencers, a content marketing strategy that uses online guides to drive leads, or a growth marketing strategy that uses social media and email build customer loyalty. Why have a digital marketing strategy?

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introduced chaos in the world of business communication. 'Digital Strategies for Powerful Corporate Communications' explains how to use these same digital means, among many others, for bringing order to this information-saturated environment.

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## **Strategy in a digital age | McKinsey & Company**

Digital marketing shouldn't be frustrating. It should empower you to make smart decisions that help you help your customers. Choose one of the strategies above, and start putting it to work for your business. Once you have that one down, try another, and tailor it to your brand.

## **The 5 Best Digital Marketing Strategies for Beginners**

Tuck Professor Paul Argenti on his book: Digital Strategies for Powerful Corporate Communications.

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