Digital Marketing Resources

Stacy Schwartz, 5/5/21

     I.   Digital Marketing Ecosystem:

Tool/Purpose	URL
General DM Industry Ecosystem – Gartner Group Digital Transit Map	https://www.gartner.com/en/marketing/research/the-digital-marketing-transit-map
Social Media Industry Ecosystem – Conversation Prism by Brian Solis	https://mashable.com/2017/07/11/conversation-prism-brian-solis-update-2017/
Lumascapes – Vertical industry ecosystem maps from Luma & Partners (e.g. mobile, video, advertising, etc.)	https://lumapartners.com/category/content/lumascapes/
Marketing Tech – Marketing Technology Landscape Supergraphic	https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-martech-5000/

     II.   Consumer Decision-Making in a Digital World

Tool/Purpose	URL
Customer Decision Journey – A series of articles from McKinsey that explains (and updates) the shifting model of consumer decision-making from a linear funnel to a circular pathway, due to influence of digital and our social connectedness. Also explores the declining role of loyalty in an age where we have ratings/reviews and influencers constantly introducing us to new options at unexpected times.	https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-new-consumer-decision-journey https://www.mckinsey.com/about-us/new-at-mckinsey-blog/ten-years-on-the-consumer-decision-journey-where-are-we-today
Customer Journey Mapping – Instructions & Templates for developing a customer journey map	https://blog.hubspot.com/service/customer-journey-map

III.   User Experience / Usability

Tool/Purpose	URL
Design Thinking – UX and UXD resources from the Interaction Design Foundation	https://www.interaction-design.org/
UX and UXD – Free book chapter about user experience and user experience design, as it relates to web and mobile	https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/user-experience-and-experience-design
Measure Site Performance – Tool to assess site speed, mobile friendliness, SEO readiness, etc.	https://website.grader.com/
Mobile Friendliness Test – Google's test of how "mobile friendly" a particular website is	https://search.google.com/test/mobile-friendly

IV.   Digital Data & Analytics

Tool/Purpose	URL
Data Targeting – Snapshot of data-based tools Facebook and Google use to understand and target you	https://www.theguardian.com/commentisfree/2018/mar/28/all-the-data-facebook-google-has-on-you-privacy
Digital Analytics Glossary – Terms you should know	https://blog.alexa.com/full-glossary-web-analytics-terms-know/
General Data Analytics Research & Resources – From the Digital Analytics Association	https://www.digitalanalyticsassociation.org/
Competitive Site Intelligence Tool – free web traffic reporting tool	https://www.similarweb.com/
Voice of the Customer (VOC) – list of 12 methodologies for getting VOD feedback	https://blog.hubspot.com/service/voice-of-the-customer-methodologies
Google Analytics Academy – free online training about Google Analytics	https://analytics.google.com/analytics/academy/

V.   <u>Digital Marketing Tactics & Tools</u>

Tool/Purpose	URL
Digital Advertising – Industry research and white papers from IAB (membership login required, but free academic/nonprofit access may be possible)	https://www.iab.com/
Google's Rich Media Gallery – Sample digital ads from the Google showcase that utilize enhanced technology and functionality	https://www.richmediagallery.com/
Digital Advertising – How and Ad is Served with Real-Time Bidding – IAB video	https://youtu.be/-Glgi9RRuJs
Keyhole Social Media Tracking tool – hashtag analytics, social media account monitoring, and keyword tracking	https://keyhole.co/
Fanpage Karma – full professional social media management: analyzing, publishing, communicating, researching and presenting	https://www.fanpagekarma.com/
ABCs of Social Success – New research published each year, with guidelines how to measure social advertising campaigns (not with engagement metrics!)	https://nineteeninsights.com/blog/2018/1/30/new-research-the-abcs-of-social-success-in-2019
Search Engines – Google Keyword Planning Tool	https://ads.google.com/home/tools/keyword-planner/
Search Engines – Ubersuggest – free keyword planning tool from Neil Patel. It is not as robust as Google's but will give you some insight into how Google's tool looks and works. It helps you generate new ideas for keywords and gives you a sense of volume and competitiveness.	https://neilpatel.com/ubersuggest
Search Engines – keyword volume from Google Trends	https://trends.google.com/trends
Search Engines – Answer the Public - fun, highly graphical keyword visualization tool to play around in. It not only gives keyword suggestions but puts the suggestions in the context of the customer journey. However, you need to be a paying subscriber to see keyword volumes.	https://answerthepublic.com/