



# Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement

*Daniel Rowles*

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In a fast changing environment where social media has a heavy impact on marketing and branding efforts, *Digital Branding* provides guidance on creating, implementing and measuring digital campaign strategies. Daniel Rowles presents a step-by-step, practical framework for brand planning, channel selection and measuring the effectiveness of brand campaigns.

Exploring topics like content marketing, social media, search optimization and web analytics, *Digital Branding* contains real world case studies, a guide to free and paid tools to help measure the ROI from various online channels, and examples of social guidelines, process and policy.

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