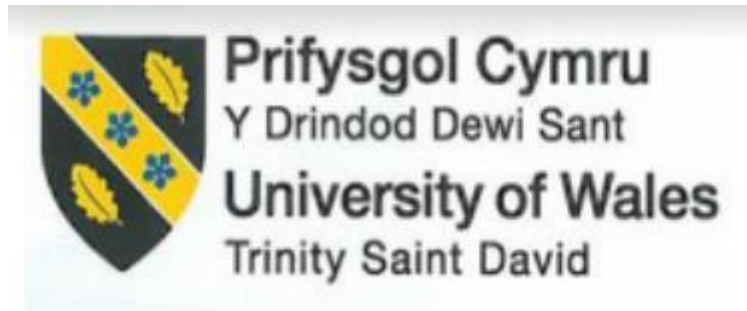




**BMIH4005**

**Marketing Essentials**

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## Table of Contents

|                                                                          |    |
|--------------------------------------------------------------------------|----|
| Component A .....                                                        | 5  |
| Introduction .....                                                       | 5  |
| Situation Analysis 5'Cs .....                                            | 6  |
| Company - SWOT .....                                                     | 6  |
| Customer - Segment and Target.....                                       | 6  |
| Competitors - Bowmans's strategy clock & Perceptual positioning map..... | 6  |
| Collaborators- (B2B, Partner, Franchise).....                            | 6  |
| Climate – PESTLE.....                                                    | 7  |
| Marketing Mix .....                                                      | 7  |
| Objectives – SMART .....                                                 | 7  |
| Strategy.....                                                            | 7  |
| Tactics .....                                                            | 8  |
| Action .....                                                             | 9  |
| Control.....                                                             | 10 |
| Conclusion .....                                                         | 11 |
| Component B .....                                                        | 12 |
| Introduction .....                                                       | 12 |
| Key Elements for Planning .....                                          | 13 |
| Meeting Objectives .....                                                 | 13 |
| Expanding Strategies.....                                                | 13 |
| Tactics.....                                                             | 14 |
| Initiatives.....                                                         | 14 |
| Recommendations.....                                                     | 15 |
| Budget plan .....                                                        | 15 |
| Conclusion .....                                                         | 17 |

|                 |    |
|-----------------|----|
| References..... | 18 |
| Appendix .....  | 21 |

## Component A

### Introduction

To solve issues, enhance brand reputation, and promote revenue development, a hotel is developing a marketing strategy that will define plans and techniques. The stakeholders involved in marketing and business development as well as the hotel management staff will receive a copy. To give a thorough and organized approach, the plan will make use of important frameworks and ideas such the Ansoff's matrix, the 4Ps, and the 5Cs analysis. to ensure a comprehensive and strategic approach to achieving the hotel's goals, these frameworks will assist direct the analysis, decision-making, and execution of the marketing plan.

## Situation Analysis 5'Cs

### Company - SWOT

The Hilton brand's JoandJoe business boasts a lively environment, stylish decor, and great brand awareness. The hotel's vulnerability can be a result of its limited geographic reach and possible difficulties upholding uniformity across sites. Opportunities for JoandJoe include developing its worldwide presence and taking advantage of the rising demand for experience lodging (Berry, 2017). However, there is a problem with the threat of escalating competition and shifting customer preferences.

### Customer - Segment and Target

By using demographic, psychographic, and behavioural data, it is possible to determine the most important client profiles. Understanding the interests wants, and aspirations of millennials and young travellers looking for uncommon and sociable experiences would help JoandJoe better focus its marketing initiatives to draw in and keep these target markets. Making use of technologies like SimilarWeb may give marketers information about target audiences' interests, internet habits, and market trends (McDonald and Wilson, 2016).

### Competitors - Bowmans's strategy clock & Perceptual positioning map

JoandJoe may evaluate its position concerning rivals by using perceptual positioning maps based on elements like pricing, experience, and ambience. Gaps and chances for distinction are found using this technique. Bowman's Strategy Clock may also be used to identify the competitive strategy being used by JoandJoe's rivals, allowing counterstrategies to be developed to gain an edge (Biginas et al., 2022).

### Collaborators- (B2B, Partner, Franchise)

The hotel's offers are improved, with new income streams generated, by working with nearby companies and event planners. The hotel may broaden its appeal and draw more guests by forging strategic alliances with travel or internet booking companies. Leveraging the Hilton network and franchising model can also offer chances for business expansion and brand promotion (Bojanic and Reid, 2016).

## **Climate – PESTLE**

By doing a PESTLE study, JoandJoe can comprehend the macroenvironmental elements that influence its operations (Blythe, 2013). The marketing methods used by the hotel might be influenced by elements including sociocultural trends, legal restrictions, economic situations, political stability, and environmental concerns. For example, taking into account shifting travel limitations or environmental trends might direct the creation of messaging and services to be in line with the most recent climate concerns.

## **Marketing Mix**

The target population prefers active and sociable events, thus JoandJoe should make sure that its product line-up reflects this taste. Pricing policies must be aggressive while also expressing the special value offer. Locations that draw in the target audience and improve the user experience should be the main emphasis of placement (Tay, 2015). The hotel's distinctive environment and social activities should be highlighted in marketing initiatives through both conventional and digital platforms to engage and draw in the target demographic.

## **Objectives – SMART**

The SMART objective is to grow direct bookings for the JoandJoe hotel by 15% during the next six months. A thorough digital marketing strategy will be used to achieve this, incorporating engaging social media campaigns, targeted online advertising, and search engine optimization to raise brand recognition and draw in new clients (Boshoff et al., 2016). A user-friendly website and smooth booking procedure will optimize the hotel's online visibility, improve the guest experience, and encourage direct bookings. To refine and optimize the strategy and increase revenue for JoandJoe, the marketing team will regularly track key performance metrics and receive consumer feedback.

## **Strategy**

JoandJoe will implement a market penetration plan as part of Ansoff's matrix in response to the requirement for a change in the brand's reputation as a result of negative evaluations. The goal of this approach is to increase the present product's market share in the current market (Wood, 2017).

The following adjustments will be made to the marketing mix by JoandJoe to address the reputation issue. By resolving the concerns raised in the reviews, the hotel will invest in boosting the overall guest experience (Caldwell and Anderson, 2017). This entails raising service standards, updating physical spaces, and putting in place rigorous quality assurance procedures. To acquire new customers and portray the brand as a cost-effective option, JoandJoe will take special rates or discounts into consideration. The hotel will concentrate on enhancing its online presence, leveraging online travel agencies (OTAs), and putting in place a solid distribution strategy to guarantee room availability across multiple booking channels. A thorough reputation management plan will be designed for promotion to repair the brand's reputation (Gbadamosi, Bathgate and Nwankwo, 2013). This includes addressing customer feedback, interacting with site visitors on social media, and promoting good experiences by using endorsements and user-generated material.

JoandJoe intends to earn back consumer confidence, enhance its reputation, and draw in more visitors by implementing a market penetration plan and altering the marketing mix. The emphasis will be on providing a remarkable guest experience, providing affordable prices, and aggressively managing the brand's internet presence. By making JoandJoe an appealing option for potential clients, these initiatives will promote company expansion (Gupta, 2015).

## **Tactics**

The RACE framework has been selected as the approach for the hotel's communication plan. Through influencer collaborations, social media outreach, and focused digital advertising efforts, the hotel will concentrate on growing its audience during the Reach stage. By producing interesting material, the hotel will compel prospective consumers to Take Action by visiting the website, perusing the deals, and signing up for the newsletter (Huggins and Izushi, 2012). The hotel will enhance its website, streamline the reservation process, and offer customized incentives to convert leads into bookings. Finally, the hotel will cultivate customer connections during the Engage stage with individualized email marketing, social media interactions, and loyalty programs to promote brand loyalty and promote repeat business.

The hotel will use new communication strategies to deal with the problems that were highlighted in the situational analysis. Among these strategies is reworking the social media strategy to boost interaction through interactive postings, in-person Q&A sessions, and user-generated content initiatives (Jobber and Ellis-Chadwick, 2012). Through customer database segmentation, content personalization, and the addition of triggered emails depending on user activity, the hotel will also enhance its email marketing operations. The hotel will also improve its search engine exposure, tweak the content of its website to better match goal keywords, and look into partnering options with relevant websites and travel platforms using the data from Similarweb. With the use of these strategies, the hotel's performance as a whole should be improved by increasing client interaction and encouraging direct reservations.

The hotel will have to pinpoint opportunities for development through examination of our existing communications. By developing dynamic content and speeding up responses, they will raise social media engagement. By using greater segmentation and targeted content, email marketing will be improved (Jolibert et al., 2012). To increase online exposure and attract more people, similarweb analysis will assist in optimizing website traffic, search engine performance, and referral relationships. These enhancements will increase client interaction, boost brand awareness, and boost conversion rates.

## Action

| Activities                                                                                                                  | Jan | Feb | Mar | Apr | May | Jun | Jul |
|-----------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| Revisions to the social media strategy include efforts for interactive postings, Q&A sessions, and user-generated material. |     |     |     |     |     |     |     |
| Customized content, triggered emails                                                                                        |     |     |     |     |     |     |     |
| Search engine optimization.                                                                                                 |     |     |     |     |     |     |     |

|                                                                                                                              |  |  |  |  |  |  |  |
|------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|
| partnerships with websites and travel platforms                                                                              |  |  |  |  |  |  |  |
| Addressing visitor comments and interacting with them on social media                                                        |  |  |  |  |  |  |  |
| Continuous evaluation and improvement of email marketing effectiveness, search engine exposure, and social media engagement. |  |  |  |  |  |  |  |
| Analyzing the success of the partnership and making modifications as necessary.                                              |  |  |  |  |  |  |  |
| promoting favourable reviews and making use of user-generated material                                                       |  |  |  |  |  |  |  |
| Key performance indicator analysis                                                                                           |  |  |  |  |  |  |  |

## Control

KPI include the number of new customers acquired during the campaign period, which reflects the effectiveness of marketing efforts in attracting new business. Additionally, tracking positive attitudes towards the brand through customer surveys, online reviews, and social media sentiment analysis will help gauge customer perception and satisfaction (McDonald, 2012). Another crucial metric is the increase in profits, which demonstrates the impact of the marketing activities on the hotel's financial performance. By regularly monitoring these KPIs, the marketing team can assess the overall success of the plan and make necessary adjustments to ensure the desired outcomes are achieved.

## Conclusion

The hotel's marketing strategy has to handle issues including dealing with negative reviews, boosting internet presence, and raising customer satisfaction. Strategies including reputation management, online presence optimization, and the use of tailored communication techniques were put into place to address these problems. The delivery of great guest experiences is emphasized, social media influencers are utilized, and ongoing monitoring and analysis of key performance metrics are advised to determine the effectiveness of marketing initiatives. The hotel may achieve its objectives of raising direct reservations, enhancing brand recognition, and spurring revenue development by routinely modifying and upgrading the marketing strategy based on feedback and market trends.

## **Component B**

### **Introduction**

The concepts and approaches in this marketing strategy are intended to effectively advertise the JoandJoe hotel and draw in new guests. Utilizing digital marketing platforms, improving social media interaction, website optimization, and forming strategic alliances are the main points of emphasis. The hotel hopes to boost client engagement, raise income, and raise brand awareness by putting these plans into action.

## Key Elements for Planning

1. Enhance the guest experience by highlighting the hotel's initiatives in raising service standards, updating spaces, and putting in place rigorous quality control procedures. To demonstrate how these improvements have improved the visitor experience, promote them through client testimonials, before-and-after photos, and interesting narratives (Arino, Reuer and Reuer, 2014).
2. To present the hotel as a budget-friendly option, emphasize special pricing, discounts, and value-added perks. Use comparison charts and personalized messaging to highlight the benefits that guests will experience by choosing the hotel while highlighting the competitive cost.
3. Promote the hotel's wonderful reputation by actively addressing online reviews and swiftly attending to suggestions. To establish credibility and trust with potential consumers, invite visitors to post reviews and testimonials and make use of favourable feedback in marketing materials (Bijmolt, 2014).
4. Highlight strategic alliances and collaborations with airlines, tour operators, tourist destinations, and event planners to provide all-inclusive travel packages and exclusive savings. To raise awareness and draw in customers who appreciate the convenience and additional value, promote these alliances through joint promotions, co-branded products, and targeted advertising.

## Meeting Objectives

The objectives of this marketing strategy for the JoandJoe hotel include boosting brand recognition, enhancing customer interaction, optimizing the web presence, promoting direct reservations, raising customer happiness, and measuring key performance metrics. The goal of the plan is to increase customer traffic, boost brand loyalty, and increase hotel income by developing a complete digital marketing strategy, improving the guest booking experience, and utilizing targeted advertising (Chaffey and Ellis-Chadwick, 2012). By attaining these goals, the marketing strategy hopes to boost the JoandJoe hotel's market share and income while enhancing its reputation as a reliable brand.

## Expanding Strategies

**Segmenting Customer:** Use demographic, psychographic, and behavioural data to divide the target market into separate consumer segments. Create segment-specific

marketing offers and communications to increase relevance and engagement (Charlesworth, 2018).

**Strategic alliances:** Develop with companies that are complementary to yours, such as airlines, travel agents, tourist destinations, and event planners. To increase reach, reach new client bases, and provide consumers with more value, collaborate on collaborative marketing campaigns, package deals, and cross-promotions (Deiss and Henneberry, 2017).

**Event Sponsorship:** Support pertinent conferences, trade exhibitions, and events in the tourism and hospitality sectors by sponsoring or taking part in them. This presents a chance to highlight the hotel's services, build connections with business leaders, and reach a specific audience (Huber and Scheffer, 2018).

### Tactics

1. Engage users on social media by producing interactive and interesting material to draw them in. Build a strong online community by promoting user-generated material, holding Q&A sessions, and sharing behind-the-scenes tales (Kingsnorth, 2022).
2. Create consumer segments and send tailored emails with relevant offers and advice. To increase interaction and promote reservations, use triggered emails based on consumer behaviour (Kotler, 2017).
3. Enhance the hotel's website with intuitive navigation, eye-catching graphics, and persuading call-to-action buttons. To deliver a good user experience, provide a fluid booking procedure and optimize the website for mobile.

### Initiatives

**Collaborations with influencers:** To market the hotel, form partnerships with appropriate influencers in the travel and leisure sectors (McDonnell and Moir, 2013). Work together on sponsored content, social media campaigns, and influencer-led events to attract attention and reach new audiences.

**Install a loyalty program:** to recognize loyal consumers and promote brand loyalty. To encourage direct reservations and boost client retention, provide unique discounts, personalized offers, and other perks (Miller, 2020).

**Collaborations and Partnerships:** Look into partnerships with regional establishments, tour operators, and online travel agencies (OTAs) to increase the hotel's exposure and draw in more guests. Look for alliances that complement the hotel's brand values and target market categories.

## Recommendations

**Put in a thorough digital marketing strategy:** Make a thorough plan that incorporates targeted internet advertising efforts on a range of channels, including Google Ads, social media, and travel websites. To make your messaging and creatives more relevant to particular consumer categories, use audience segmentation. Utilize data analytics to track campaign effectiveness and enhance marketing initiatives for optimum impact (Moran and Hunt, 2015).

**Increase user participation and user-generated material on social media:** by creating engaging content that promotes consumer contact. Responding quickly to criticism, questions, and comments can help you engage your audience. Increase the hotel's social media presence and reach by working with influencers and brand supporters (Morrison, 2014).

**Conduct a complete website analysis:** make the website search engine friendly to improve the hotel's online visibility. Make the user experience better by making sure the design is responsive, the navigation is simple, and the booking procedure is quick. Utilize search engine optimization strategies to boost website traffic and organic visibility (Rishi, 2017).

**Create strategic alliances:** Look into joint ventures with local establishments, tourist attractions, and travel-related websites to increase the hotel's exposure and reach new clientele. Create mutually advantageous collaborations, allow for cross-promotion, and improve the entire visitor experience (Portillo, 2021).

## Budget plan

The hotel requires an overall marketing expenditure of €100,000. This budget provides for successful digital marketing campaigns, interesting social media promotions, focused email marketing, optimal website performance, strategic alliances, actions for managing one's reputation, thorough analytics, and space for unforeseen costs and possibilities (Parsons, Maclaran and Chatzidakis, 2017).

1. Digital marketing represents 20% of overall spending.
2. Participation in social media: 15% of the budget
3. Budgeted at 15% is used for email marketing.
4. 15% of the money goes toward website optimization.
5. 10% of the funding goes to strategic partnerships.
6. Budgeted at 10% is for reputation management.
7. Reporting and Analytics: 10% of the budget
8. 5% of the budget will go toward other expenses and contingencies.

The budget will be used efficiently with regular monitoring of key metrics and performance indicators, and modifications may be made to maximize marketing efforts and provide the desired outcomes.

## Conclusion

The marketing strategy outlined in this document offers a thorough strategy for ensuring the hotel JoandJoe's success. By utilizing digital marketing, boosting social media interaction, optimizing the website, and forming strategic alliances, the hotel may successfully connect and engage with its target audience, resulting in an increase in reservations, client satisfaction, and revenue growth.

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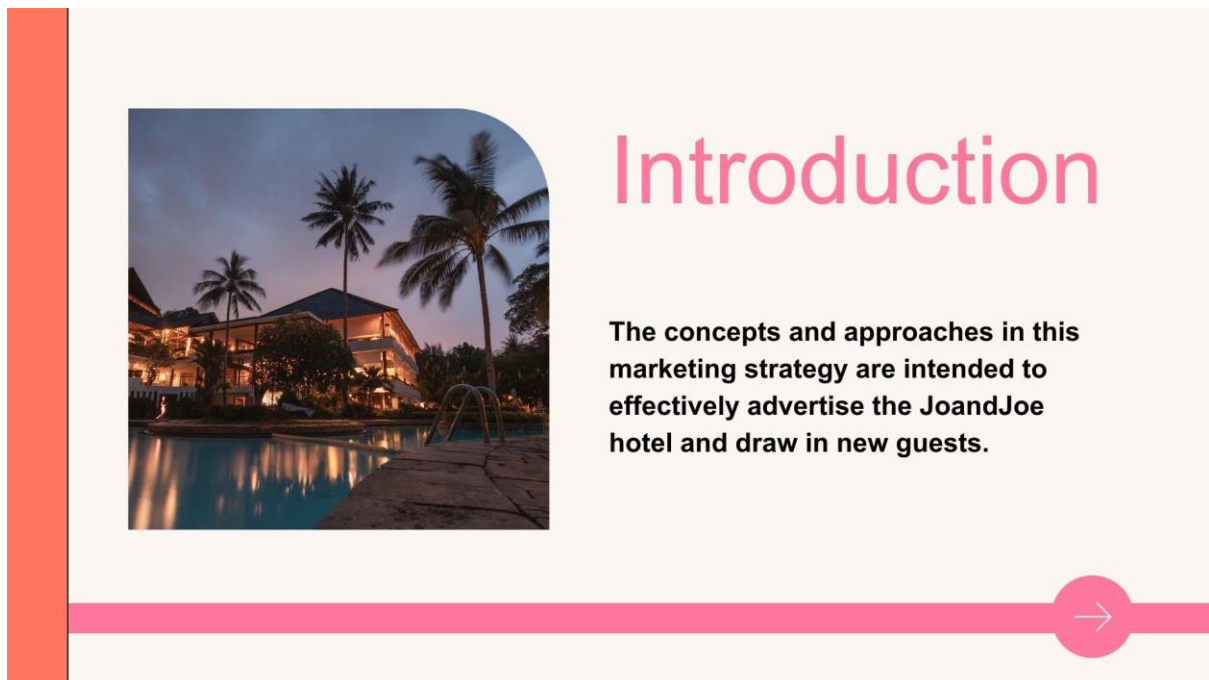
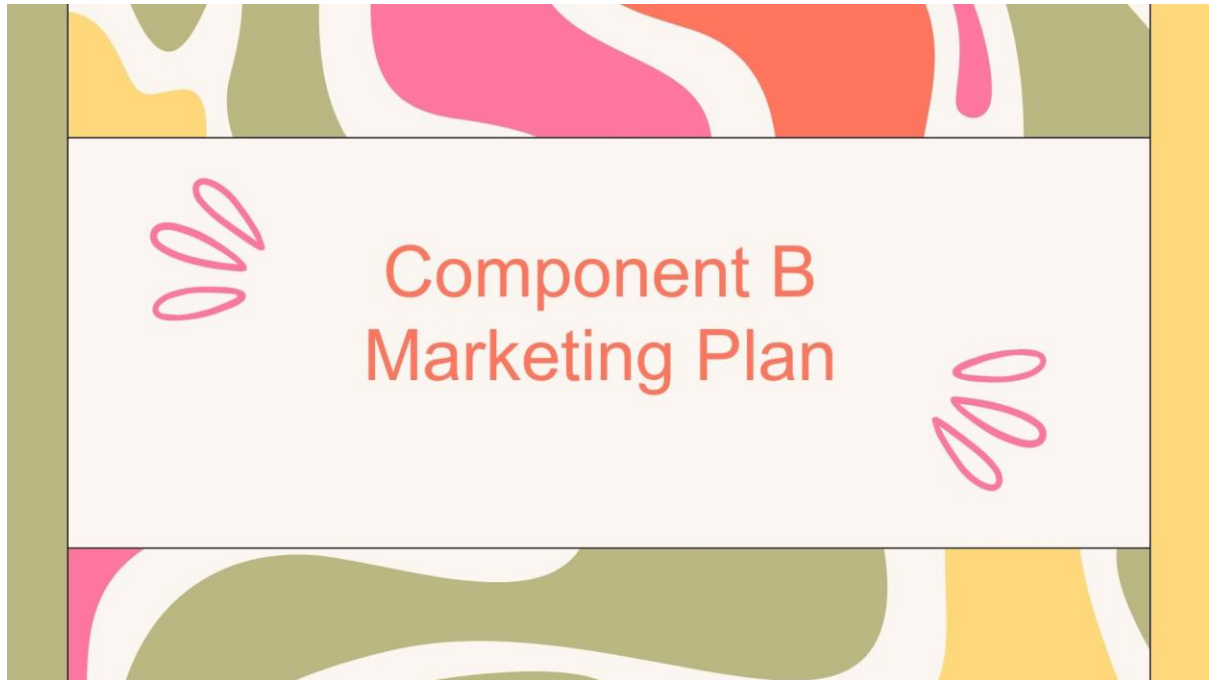
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## Appendix





# Key Elements for Planning



Enhance the guest experience by highlighting the hotel's initiatives in raising service standards, updating spaces, and putting in place rigorous quality control procedures.

To present the hotel as a budget-friendly option, emphasize special pricing, discounts, and value-added perks.

Promote the hotel's wonderful reputation by actively addressing online reviews and swiftly attending to suggestions.

Highlight strategic alliances and collaborations with airlines, tour operators, tourist destinations, and event planners to provide all-inclusive travel packages and exclusive savings.



## Meeting Objectives

The objectives of this marketing strategy for the JoandJoe hotel include boosting brand recognition, enhancing customer interaction, optimizing the web presence, promoting direct reservations, raising customer happiness, and measuring key performance metrics.





01

**Segmenting Customer:**  
Use demographic, psychographic, and behavioural data to divide the target market into separate consumer segments.

## Expanding Strategies

02

**Strategic alliances:**  
Develop with companies that are complementary to yours, such as airlines, travel agents, tourist destinations, and event planners.



03

**Event Sponsorship:** Support pertinent conferences, trade exhibitions, and events in the tourism and hospitality sectors by sponsoring or taking part in them.



Engage users on social media by producing interactive and interesting material to draw them in.

## Tactics

Create consumer segments and send tailored emails with relevant offers and advice.



Enhance the hotel's website with intuitive navigation, eye-catching graphics, and persuading call-to-action buttons.





# Initiatives



**Collaborations with influencers:** To market the hotel, form partnerships with appropriate influencers in the travel and leisure sectors

**Install a loyalty program:** to recognize loyal consumers and promote brand loyalty.

**Collaborations and Partnerships:** Look into partnerships with regional establishments, tour operators, and online travel agencies (OTAs) to increase the hotel's exposure and draw in more guests.



# Recommendations

Put in a thorough digital marketing strategy

Increase user participation and user-generated material on social media

Conduct a complete website analysis

Create strategic alliances



# Budget plan

1. Digital marketing represents 20% of overall spending.
2. Participation in social media: 15% of the budget
3. Budgeted at 15% is used for email marketing.
4. 15% of the money goes toward website optimization.
5. 10% of the funding goes to strategic partnerships.
6. Budgeted at 10% is for reputation management.
7. Reporting and Analytics: 10% of the budget
8. 5% of the budget will go toward other expenses and contingencies.



## Conclusion

**The marketing strategy outlined in this document offers a thorough strategy for ensuring the hotel JoandJoe's success.**





# Thank you!



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