



DIGITAL MARKETING & BRAND COMMUNICATION

Digital marketing is the practice of using the Internet as a medium for a marketing campaign. (Gale Encyclopedia)

The primary goal of Brand communication is to reach a defined audience to affect its behavior by informing, persuading, and reminding. Brand communication acquires new customers for brands by building awareness and encouraging trial. (Encyclopedia of Management)

Keywords

Broader Term
Marketing & Electronic Commerce

Narrower Term
Brand Extension

Related Term
Advertising
Brand Integration
Content Marketing
Internet Marketing

Catalog
opac.uph.edu

UPH LIBRARY COLLECTION

Books

Juska, J. M. (2022). **Integrated marketing communication : Advertising and promotion in a digital world.** Routledge.

Call Number: 658.872 JUS i 2022
ISBN: 978-0-367-44336-8; 978-0-367-43623-0
Location: The Johannes Oentoro Library, 3rd Floor.

Alpert, J. (2012). **The mobile marketing revolution : How your brand can have a one-to-one conversation with everyone.** New York: McGraw-Hill.

Call Number: 658.872 ALP m
ISBN: 978-0-07-178818-2
Location: The Johannes Oentoro Library, 3rd Floor.

Kingsnorth, S. (2022). **Analysis of digital marketing strategy : An integrated approach to online marketing.** EasyPrint.

Call Number: 658.872 KIN a 2022
ISBN: 979-8-757-09430-4
Location: The Johannes Oentoro Library, 3rd Floor.

E-Books

Devanathan Sudharshan. (2020). **Marketing in Customer Technology Environments : Prospective Customers and Magical Worlds.** Emerald Publishing Limited.

Rajkumar Venkatesan, Paul W. Farris, & Ronald T. Wilcox. (2021). **Marketing Analytics : Essential Tools for Data-Driven Decisions.** University of Virginia Press.

Jerry Kliatchko, A. (2020). **Integrated Marketing Communication: Putting the Human Person at the Core.** Cambridge Scholars Publishing.

José M. Álvarez-Monzoncillo. (2023). **The Dynamics of Influencer Marketing : A Multidisciplinary Approach: Vol. 1st Edition**. Routledge.

Aric Rindfleisch, & Alan J. Malter. (2019). **Marketing in a Digital World: Vol. First edition**. Emerald Publishing Limited.

E-Journals

Afifah, N., Daud, I., & Mulyadina, M. (2022). **Viewer Behavior On Social Media: Viral Marketing of A Movie Trailer In Indonesia**. Gadjah Mada International Journal of Business, 24(2), 178–197.

Delgado-Ballester, E., Palazón, M., & Peláez, J. (2019). **Anthropomorphized vs objectified brands: which brand version is more loved?**. European Journal of Management and Business Economics, 29(2), 150–165.

Koob, C. (2021). **Determinants of content marketing effectiveness: Conceptual framework and empirical findings from a managerial perspective**. PLoS ONE, 16(4), 1–25.

Shivendu, S., & Ran (Alan) Zhang. (2020). **The Impact of Digitization on Content Markets: Prices, Profit, and Social Welfare**. MIS Quarterly, 44(4), 1905–1956.

Ostyakova, G. V., Tsilinko, A. P., Albakova, Z. A.-M., Belyakova, N. V., Grinev, V. A., Bogdanova, V. I., & Akutaev, S. G. (2020). **Features and mechanisms of improvement of marketing promotion of services in social media**. EurAsian Journal of Biosciences, 14(2), 5951–5959.

Guerreiro, J., & Loureiro, S. (2020). **Cause-Related Marketing in the Digital Era: How Enterprises Can Deal with International Campaigns in Individualist Versus Collectivist Countries**. Voluntas: International Journal of Voluntary & Nonprofit Organizations, 31(6), 1330–1342.

Kolyandov, S., & Radev, R. (2021). **Internet Marketing: Modern Advertising Models for Reaching New Customers**. Trakia Journal of Sciences, 19, 122–129.



Final Paper

Andoko, E. (2021). **Kontribusi brand communication dan service quality untuk membangun brand loyalty melalui brand trust pada brand Garuda Indonesia**. Universitas Pelita Harapan, Fakultas Ekonomi dan Bisnis.

Wirawan, K. C. (2020). **Perbedaan Pengaruh Pemasaran Konvensional Dan Pemasaran Digital Terhadap Penjualan Wiraland Property Group = Comparison Between The Influence Of Conventional Marketing And Digital Marketing Towards The Sales Of Wiraland Property Group**. Universitas Pelita Harapan.

Sathia, E. S. (2020). **Aktivitas digital marketing Osteria Gia pada Ismaya Group dalam upaya meningkatkan brand awareness**. Universitas Pelita Harapan.

UPH Repository

Check out other UPH student research on the topic “Digital Marketing & Brand Communication” in our [repository](#).

FREE INTERNET SOURCE

Free Full-Text Journal Articles

Poturak, M., Keco, D., & Tutnic, E. (2022). **Influence of search engine optimization (SEO) on business performance: Case study of private university in Sarajevo**. International Journal of Research in Business and Social Science (2147- 4478), 11(4), 59–68. <https://doi.org/10.20525/ijrbs.v11i4.1865>

Oppong, P. K., Owusu, J. ., & Owusu Ansah, W. . (2022). **Brand awareness, word-of-mouth and willingness-to-pay (WTP) high price: The role of herbal brand image in Ghana**. International Journal of Research in Business and Social Science (2147- 4478), 11(6), 01–11. <https://doi.org/10.20525/ijrbs.v11i6.1960>

Matli, C. M., Tlapana, T., & Hawkins-Mofokeng , R. (2021). **The role of branding in the choice of a university of technology: A study among first years students in Kwazulu-Natal**. International Journal of Research in Business and Social Science (2147- 4478), 10(7), 342–352. <https://doi.org/10.20525/ijrbs.v10i7.1353>

Paunovic, I. (2021). **Reaching for Customer Centricity—Wine Brand Positioning Configurations**. Journal of Open Innovation: Technology, Market, and Complexity, 7(2), 139. <https://doi.org/10.3390/joitmc7020139>

Marin, G. D., & Nilă, C. (2021). **Branding in social media. Using LinkedIn in personal brand communication: A study on communications/marketing and recruitment/human resources specialists perception**. Social Sciences & Humanities Open, 4(1), 100174. <https://doi.org/10.1016/j.ssa-ho.2021.100174>

Free e-books

Contemporary Issues in Strategic Marketing. (2020). Amsterdam University Press. <https://doi.org/10.26650/B/SS05.2020.002>

Rubio, N., & Yagüe, J. M. (2019). **Customer Loyalty and Brand Management**. Mdpi AG. <https://doi.org/10.3390/books978-3-03921-336-8>

West, E. (2022). **Buy Now: How Amazon Branded Convenience and Normalized Monopoly**. Amsterdam University Press. <https://doi.org/10.7551/mitpress/12464.001.0001>

Dawn McGruer. (2020). **Dynamic Digital Marketing : Master the World of Online and Social Media Marketing to Grow Your Business**. Wiley.

Will Eagle. (2019). **YouTube Marketing For Dummies**. For Dummies.

Articles

Young, M. (2022, August 29). **What is Digital Marketing? American Marketing Association.**

Michigan Technological University. (2021, October 4). **SEO Marketing.**

Youtube Videos

TEDx Talks. (2013, October 25). **Making sense of marketing in the digital age: Mike Osswald at TEDx-Toledo [Video].** YouTube. https://www.youtube.com/watch?v=m_KX_vxVsJc&feature=youtu.be

TEDx Talks. (2013a, May 3). **A Guide for Prioritizing Marketing Communications: Nick Scarpino at TEDxUoflChicago [Video].** YouTube. <https://www.youtube.com/watch?v=UhQ2T5V2SQE&feature=youtu.be>

References

Gale Encyclopedia of E-Commerce. . Retrieved October 21, 2022 from Encyclopedia.com: <https://www.encyclopedia.com/economics/encyclopedias-almanacs-transcripts-and-maps/marketing-internet>

Marketing Communication .” Encyclopedia of Management. . Retrieved October 21, 2022 from Encyclopedia.com: <https://www.encyclopedia.com/management/encyclopedias-almanacs-transcripts-and-maps/marketing-communicatio>