



The Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement

Damian Ryan, Calvin Jones

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Social network advertising spending is expected to increase to a staggering \$4.3 billion in a bid to attract today's media-savvy consumer, \$1.64 billion in the US alone.

The Best Digital Marketing Campaigns in the World brings together an international collection of successful digital marketing campaigns, assessing what they achieved and the business lessons learned. This practical and dynamic book explores how businesses large and small have harnessed social media, blogs, forums, online video and e-mail to boost their brand and attract customers.

Following the success of their first book, *Understanding Digital Marketing*, Damian Ryan and Calvin Jones present a selection of hand-picked case studies, sharing the knowledge and skill of the world's top creative minds. Covering everything from household names such as Pizza Hut and Pepsi to Obama's presidential election campaign, this book is the must-read guide for all marketers looking to embrace the new digital landscape and learn from some of the best in the business.

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