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digital marketing. Dave Chaffey is author of five successful business books including Digital Marketing: Strategy, Implementation and Practice; Digital

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Once our plan is fully developed we will begin implementation While this is an extended post about how to develop a social media marketing strategy

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Dave Chaffey is a digital marketing consultant and publisher of marketing advice site smartinsights.com. He is a visiting lecturer on marketing courses at Birmingham.

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An effective digital marketing strategy starts

Developing a successful digital marketing strategy is as simple as: 1. Identifying your target audience. 2. Developing your business goals. 3.

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