

Marketing Case Studies and Briefings

for Education, Courses
and Teaching in:

- Marketing Strategy
- Strategic Digital Marketing
- Strategic Brand Management
- Marketing Measurement & Budgets
- Corporate Communications
- Social Media Marketing





Peer-reviewed case studies and briefings



Leading marketing experts and practitioners



Direct use in teaching and learning

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Marketing Content Overview

Develop and enrich marketing courses with authoritative, real-world case studies and briefings written by leading experts who have direct experience of marketing practice.

Finding content to support teaching and learning in marketing is not easy. While fundamentally the principles of marketing may not have changed, the techniques and technologies used to implement those principles evolve and transform at a dizzying pace as established companies fade, challenger companies become dominant and, in turn, a new generation of challengers emerge. And all against the backdrop of the onward march of digitization, proliferating channels and a bewildering stream of new technologies, practices, law and regulation each impacting on how marketers can and should market.

We are pleased to offer the **Henry Stewart Marketing and Digital Journal Collection**: 7 vocational journals in marketing, digital marketing and digital management publishing circa 2,000 detailed briefings and case studies by leading practitioners, with 250–300 new additions a year.

Fully searchable and available both individually and as a collection, the **Henry Stewart Marketing and Digital Journals** give you and your students access to real-world case studies, as well as in-depth descriptions by leading experts of marketing techniques, technologies and best practice.

And to ensure the content is rigorous and authoritative, all articles and case studies are subject to double-blind peer-review.

Supporting Teaching & Learning

The **Henry Stewart Marketing and Digital Journal Collection** supports teaching and learning by providing real-world case studies, techniques, technologies and best practices by leading experts with direct experience of marketing to prepare your students for the world of work.



Examples of case studies and companies (Just a few!):

- How **Coca-Cola** Journey transformed corporate communications
- How **Procter & Gamble's** Secret increased market share and profit through brand purpose
- KPIs **EIS** uses to track and measure interactions with its prospects and customers
- Content marketing at **AbbVie**
- **NASCAR** and maximising sponsorship ROI in an omni-channel world
- How **Google** updates AdWords to increase revenue
- How real-time analytics changes the face of the **sports betting** industry
- Tailoring websites to the user for increased conversion: Case study of **Wild Dunes Resort**
- **Progressive Insurance's** use of a brand character in social media to reinvigorate a brand
- **ESPN's** approach to a mobile analytics implementation
- **Going Mobile:** Using influencer marketing to launch a classic game to an all-new audience
- **Telekom Malaysia:** Lessons learned from the modernisation of a B2B marketing organisation
- Harnessing the power of **Facebook** to target the Hispanic consumer: An automobile analysis
- Quantifying the contribution and efficiency of **Cotton Inc.'s** paid, owned and earned media
- **Shell's** response and brand management during industry crises

"Congrats on *Journal of Brand Strategy*. From the outset I liked the focus on real problems and real solutions. I especially like the case study section, there are so few outlets for this article type and it can be so useful."

Dave Aaker, Professor Emeritus,
Haas Business School University of California, Berkeley

Branding - Strategic Brand Management

“ Here in the digital age, brands have never been more important. The brands people know, that they trust, that they have an emotional connection with, and – not least – that they instantly remember as they connect to their devices... will be the brands that win. ”

Strategic Brand Management courses will cover the following key topics. Below are just a few of the articles and case studies we've identified in the **Henry Stewart Marketing and Digital Journal Collection** illustrating and exploring these topics

- **Brand Identity**
- **Developing a Brand Strategy**
- **Designing and Implementing Brand Marketing Programmes**
- **Measuring and Understanding Brand Performance**
- **Internal Branding**
- **Growing and Sustaining the Brand**
- **Brand and Purpose Marketing**

Supporting Teaching & Learning

If you would like assistance finding articles and cases to support your course or to use as an additional resource please send us the syllabus or a short description of the course's learning objectives - we would be delighted to help.



1 Brand Identity

- **Corporate Brand Identity:** ‘Visualising corporate brands: Towards a framework of landmark expression’
Jamie Marsden, Journal of Brand Strategy
- **Identity Framework:** ‘Quantum identity and the enhancement of communication’
Miguel Á. Bernal-Merino, Journal of Brand Strategy
- **Case Study:** ‘The elements of brand-building in higher education: The role of strategy, research and internal engagement’
Andrew Careaga, Journal of Education Advancement & Marketing
- **Case Study:** ‘Rediscovering your brand’s True North: How Crayola articulates its brand identity to compel change in internal culture and consumer communication’
Victoria Lozano, Journal of Brand Strategy

2 Developing a Brand Strategy

- **Brand Storytelling Framework:** ‘Brand storytelling: A three-dimensional perspective’
Gabriela Pereira, Journal of Brand Strategy
- **Brand Audit:** ‘The brand language brief: A pillar of sound brand strategy’
Robert J. Morais and Dawn Lerman, Journal of Brand Strategy
- **Case Study, Education:** ‘Navigating a brand ‘bounce back’ after a near closure: A case study on Sweet Briar College’s ‘fierce’ brand refresh’
Melissa Farmer Richards, et al, Journal of Education Advancement & Marketing
- **Company Mergers:** ‘Unifying vision, brands and culture in complex company mergers: nThrive’
Matt Bown, Journal of Brand Strategy
- **Service Companies:** ‘Beyond the box: The intriguing challenges of branding service companies’
Ida Cheinman and Susan Bishop, Journal of Brand Strategy
- **Sport:** ‘Strategic management of the brand in the world of sport’
André Richelieu, Journal of Brand Strategy
- **SMEs:** ‘Debunking the ten most common myths SMEs have about branding: Why SMEs need real branding to succeed’
Sue Mizera and James Risch, Journal of Brand Strategy

3 Designing & Implementing Brand Marketing Campaigns

- **Retail & Fashion:** ‘Surviving the ‘retail apocalypse’: How Urban Outfitters became the bad boy of retail and lived to tell about it’
Joseph Harasta, Journal of Brand Strategy
- **Banking, Global Branding Relaunch:** ‘Disruption and coherence: Creating the ‘buzz’ that builds a brand’ – UBS Brand Marketing Programme’
Winfried Daun, Journal of Brand Strategy
- **Insurance:** ‘Lincoln Financial Group’s innovative inside-out brand campaign launch pays huge dividends’
Lisa Buckingham and Jamie Depeau, Journal of Brand Strategy

4 Measuring Brand Performance and Portfolio Brand Management

- **Brand Portfolio:** ‘Brand versus portfolio: Using targeted marketing to drive individually relevant brand strategies’
Jim Sprigg, Journal of Brand Strategy
- **Brand segmentation:** ‘Brand segmentation using implicit brand measures’
Marco Vriens, et al, Journal of Brand Strategy
- **Brand valuation:** ‘Linking brand to business financials: How brand valuation has helped DuPont unlock the value of its portfolio’
Joanna Seddon, Journal of Brand Strategy

5 Internal Branding

- **Internal Branding:** ‘Focus on Better Together: How co-branding can create strong synergies within a global company’
Sylvain Charlebois et al, Journal of Brand Strategy
- **Organisational Culture:** ‘Being ‘Brave’: How Shire Pharmaceuticals nurtured its unique culture from a simple brand idea’
Jessica Mann, Journal of Brand Strategy

6 Growing and Sustaining the Brand

- **Case Study, PepsiCo:** ‘Performance with purpose: The PepsiCo challenge’
James R. Gregory, Journal of Brand Strategy
- **Brand Architecture:** ‘Brand architecture in higher education’
Rob Zinkan, Journal of Brand Strategy
- **Rebranding or New Products:** ‘Rebranding: Yes or no?’
Anurag Dugar, Journal of Brand Strategy
- **Sustainability,** ‘The power of sustainability to create shared value: Coca-Cola demonstrates that doing good is good for business’
Bea Perez, Journal of Brand Strategy
- **Brand Growth:** ‘Six success strategies for building a stronger brand’
Julie Cottineau, Journal of Brand Strategy
- **Brand Licensing:** ‘A powerful marketing tool for today’s shopping battlefield’
Michael Stone and John D. Trebbien, Journal of Brand Strategy

7 Purpose Marketing

- **Brand Purpose:** ‘Selling products by selling brand purpose’
Chung-Kue (Jennifer) Hsu, Journal of Brand Strategy
- **Case Study: Plastics and Marine Pollution:** ‘Improving campaign performance using purpose marketing: Case study of Run for The Oceans’
Christoph Kullnig et al, Journal of Brand Strategy
- **Case Study: FMCG:** ‘Integrating your brand purpose: How Procter & Gamble’s Secret deodorant increased market share and profit through its brand purpose’
Kevin Hochman and Kristi Maynor, Journal of Brand Strategy



Corporate, Government and Nonprofit Communications

Courses on communications for business, government and not-for-profits should cover the following key topics. Below are just a few of the articles and case studies we've identified illustrating and exploring these topics

- **Website**
- **Advertising**
- **Marketing Communications and Campaigns**
- **Internal Communications**
- **PR**
- **Crisis and Reputation Management**

Supporting Teaching & Learning

If you would like assistance finding articles and cases to support your course or to use as an additional resource please send us the syllabus or a short description of the course's learning objectives - we would be delighted to help.





1 Website

- **Framework:** ‘The interplay of website aesthetics and information quality on website trust’
Subhash Jha, et al, Journal of Digital & Social Media Marketing
- **Best practices:** ‘Best practices for building social networking sites and attracting members’
Glen Bowman, Journal of Digital & Social Media Marketing
- **Case Study, Corporate Website:** ‘How Coca-Cola Journey transformed corporate communications’
Doug Busk, Journal of Digital & Social Media Marketing
- **Cultural Difference:** ‘Website content adaptation as a response to cultural differences: A study of US and Indian versions of US corporate websites’
Rishi Dwesar and Ankit Kesharwani, Journal of Cultural Marketing Strategy
- **Google Tag Manager:** ‘Tracking website data with Google Tag Manager’
Joshua Silverbauer, Journal of Brand Strategy

2 Advertising

- **Femvertising:** ‘Femvertising State of the art’
Chung-Kue (Jennifer) Hsu, Journal of Brand Strategy
- **Programmatic:** ‘As programmatic advertising becomes the new normal, how can advertisers create greater consumer engagement and publishers ensure greater return?’
Tony Bishop, Journal of Digital & Social Media Marketing
- **Multicultural:** ‘Infusing pasión (passion) into mainstream advertising: Using an emotional model to improve the measurement of advertising effectiveness’
Orlando Wood, Journal of Brand Strategy
- **Native advertising:** ‘A close look at an emerging advertising unit’
David Kamerer, Journal of Digital & Social Media Marketing

3 Marketing Communications

- **Marketing and Communications Strategy:** ‘Creating an in-house integrated marketing and communications strategy’
Jeanette De Diemar, Journal of Education Advancement & Marketing
- **Social Network Games:** ‘Marketing communications in social network games: Promotional design considerations in the online era’
Ginger Killian and Todd McClure, Journal of Brand Strategy
- **Over 50s:** ‘Older by age, younger by mindset: The attitudes and behaviours of the over 50s and how to communicate with and market to this group’
Duncan Lewis, Journal of Brand Strategy
- **‘Non-verbal communication:** ‘The biggest brand-building asset in modern marketing’
Daryl Fielding, Journal of Brand Strategy

4 Internal Communications

- **Diversity:** ‘The diversity of diversity’
Douglass L. Alligood, Journal of Cultural Marketing Strategy
- **Organisational Culture:** ‘Being ‘Brave’: How Shire Pharmaceuticals nurtured its unique culture from a simple brand idea’
Jessica Mann, Journal of Brand Strategy
- **Internal Branding:** ‘Focus on Better Together: How co-branding can create strong synergies within a global company’
Sylvain Charlebois et al, Journal of Brand Strategy
- **Recruitment:** ‘Attracting tomorrow’s talent today: Digital marketing strategies to recruit the workforce of the future’
Tamara Snyder and Mike Schaffer, Journal of Digital & Social Media Marketing
- **Case Study:** ‘Communicating outside the inbox’
Stephanie Price, Management in Healthcare

5 PR

- **PR & News:** Riding a tidal wave: Managing reputation in the face of an industry sea change
William Spiers, Andrew Williams, Digital & Social Media Marketing
- **Industry crisis:** ‘Shell’s response and brand management during industry crises’
Tricia Elwell Singer, Journal of Brand Strategy
- **Fake News:** Protecting the brand in the era of fake news: Why brands need advertisement verification tools
Ginny Marvin, Seth Meisel, Journal of Digital & Social Media Marketing

6 Crisis and Reputation Management on Social

- **Crisis Communications:** ‘Crisis communications management on digital platforms’
John Deveney, Journal of Brand Strategy
- **Social media risk:** ‘Social media risk: Closing the management gap to safeguard reputation and productivity’
James Leavesley, Journal of Digital & Social Media Marketing
- **Personal reputation:** ‘Digital halo: Strategies for building online personal reputations’
Mark Chong, Sangeet Choudary, Journal of Digital & Social Media Marketing
- **Case Study:** ‘Prevent, plan, manage: Social media strategy for crisis communications’
Grant Fuller, Journal of Digital & Social Media Marketing
- **Rebuilding Reputation:** ‘Restoring trust and rebuilding reputation: The critical roles of corporate purpose, earned media and the new CEO mandate’
Larry Weber, Journal of Digital & Social Media Marketing

Digital Marketing - Strategic Digital Marketing

“ Digital marketing... It’s a truism that if you don’t understand digital marketing, then you can’t understand marketing. If you can’t ‘do’ digital marketing then – quite simply – you can’t do marketing. ”

Strategic Digital Marketing courses should cover the following key topics. Below are just a few of the articles and case studies we’ve identified illustrating and exploring these topics

- **Digital Marketing Frameworks and Principles**
- **Content Marketing and Building Communities**
- **Search, SEO & Paid Search**
- **Mobile Marketing**
- **B2B**
- **Social Media and Building Communities**
- **Personalisation**
- **Omnichannel**
- **The Future of Digital Marketing: AI, Bots & Voice Recognition**

Supporting Teaching & Learning

If you would like assistance finding articles and cases to support your course or to use as an additional resource please send us the syllabus or a short description of the course’s learning objectives - we would be delighted to help.



1 Digital Marketing Frameworks and Principles

- ‘The social enterprise: Building a digitally driven business to gain competitive advantage’
Larry Weber, Journal of Digital & Social Media Marketing
- ‘The digital consumer: Building attractive digital environments to increase engagement, views shares and sales’
Larry Weber and Peter Prodromou, Journal of Digital & Social Media Marketing
- ‘Creating an integrated digital marketing strategy: Using cross-channel data to build intelligent strategies’
Hannah Thorpe, Journal of Digital & Social Media Marketing

2 Content Marketing

- ‘One tweak at a time: How analytics improved our content marketing’
Jonathan Copulsky et al, Applied Marketing Analytics
- **Banking:** ‘Content marketing versus product marketing: An analysis of consumer engagement in online advertising’
Matt Granfield and Ian Mcardle, Journal of Digital Banking
- **Pharmaceuticals:** ‘Content marketing at AbbVie’
Suzanne Barston et al, Journal of Digital & Social Media Marketing

3 Search Engines and SEO

- **Google:** ‘Achieving position 0: Optimising your content to rank in Google’s answer box’
Courtney Cox Wakefield, Journal of Brand Strategy
- **Google AdWords:** ‘Size, quantity and management capabilities: How Google updates AdWords to increase revenue’
Andy Taylor, Journal of Digital & Social Media Marketing
- **Paid Search:** ‘Revamping and rebooting your paid search campaign: Optimising paid search activity for success’
Ben Irons, Journal of Digital & Social Media Marketing
- **Paid Search:** ‘Exploring the relationships among paid search budget, social media presence and online performance: An examination of the US e-commerce industry’
Pelin Bicen and Naveen Gudigantala, Journal of Digital & Social Media Marketing

4 Mobile Marketing

- **Measuring Marketing:** ‘Measuring the value of mobile advertising in driving business outcomes: Empirical data from Coca-Cola, AT&T, MasterCard and Walmart’
Vassilis Bakopoulos et al, Applied Marketing Analytics
- **Mobile Apps Case Study:** ‘ESPN’s approach to a mobile analytics implementation’
Amber Zaharchuk and Chris Meares, Applied Marketing Analytics

5 B2B and Digital Marketing

- ‘How to write a B2B social media strategy that will impress your CEO’
David Biggins, Journal of Brand Strategy
- **Case Study:** ‘A Fortune 14 company’s journey to delivering a modern e-commerce customer experience’
Corey Case, Journal of Brand Strategy
- **Case Study:** ‘Marketing, the change catalyst for digital business transformation: Lessons learned from the modernisation of a B2B marketing organisation’
Mahmoud Dasser, Journal of Brand Strategy

6 Social Media Marketing and Building Communities

- **Facebook:** ‘Breaking down the Facebook auction’
Clark Boyd and Ximena Sanchez, Journal of Digital & Social Media Marketing
- **Instagram:** ‘Data, analytics and creative intuition: An analysis of how to optimise return on social media investment on Instagram’
Ellie McDonald, Journal of Digital & Social Media Marketing
- **Snapchat:** ‘Higher education’s new key to current and prospective student engagement’
Tony Dobies and Candace Nelson, Journal of Education Advancement & Marketing

7 Personalisation

- **Framework:** ‘From knowing to doing: A framework to discover, engage with and motivate the person behind the data’
Pascal Lauscher, Applied Marketing Analytics
- **AI and Big Data:** ‘Personalisation the artificial intelligence way’
Andrew Pearson, Journal of Digital & Social Media Marketing
- **Case Study:** ‘Predicting consumer personality traits in the sharing economy: The case of Airbnb’
Murat Acar and Aysegul Toket, Applied Marketing Analytics

8 Omnichannel and Integrated Marketing

- **Omnichannel Branding:** ‘What are the benefits of creating an omnichannel brand experience?’
Jon Blakeney, Journal of Brand Strategy
- **Retailing Case Study:** ‘Delivering an effective click-and-collect strategy: A retailer case study’
Will Lockie, Journal of Digital & Social Media Marketing
- **Text Messaging:** ‘Integrating text messaging into a comprehensive cross-channel marketing strategy’
Nicole Sibley, Journal of Education Advancement & Marketing

9 The Future of Digital Marketing

- **AI:** ‘Transforming marketing with artificial intelligence’
Christi Olson and Jennifer Levy, Applied Marketing Analytics
- **Case Study, Banking:** ‘Leveraging machine learning to deepen customer insight’
Zain Abbas et al, Applied Marketing Analytics
- **Personalization:** ‘Personalisation the artificial intelligence way’
Andrew Pearson, Journal of Digital & Social Media Marketing
- **Chatbots:** ‘Retail chatbots: The challenges and opportunities of conversational commerce’
Chi Hong Leung and Winslet Ting Yan Chan, Journal of Digital & Social Media Marketing

Marketing Strategy

Marketing Strategy courses will cover the following key topics.

- **Marketing Frameworks, Principles and Planning**
- **Analysis: Know your Customer, Know your Competition, Know Yourself**
- **What the Market Wants: Testing Your Marketing Proposition**
- **Positioning Strategy**
- **Implementing Marketing Strategy**

“Applied Marketing Analytics has found just the right balance of practical and strategy articles that make it indispensable for those who work in this industry - especially those who manage data workers. A peer-reviewed journal is essential to the advancement of the digital analytics industry and Applied Marketing Analytics fills the bill intelligently.”

Jim Sterne, Board Chair,
Digital Analytics Association

Supporting Teaching & Learning

If you would like assistance finding articles and cases to support your course or to use as an additional resource please send us the syllabus or a short description of the course's learning objectives - we would be delighted to help.



1 Marketing Frameworks, Principles and Planning

- **Framework:** ‘Designing cultural products for Asian–American consumers: A conceptual framework’
Yuna Kim and Steven Chen, Journal of Cultural Marketing Strategy
- **Case Study:** ‘How to measure marketing success and find your cost per new student acquisition’
John King, Journal of Education Advancement & Marketing
- **Planning Reviews:** ‘Trust-based marketing leadership: What senior leaders should be focusing on during brand plan reviews’
David Davidovic, Journal of Brand Strategy

2 Analysis: Know your Customer, Know your Competition, Know Yourself

- **Customer Analysis Case Study:** ‘The customer journey: How customer touch points interact to drive increased loyalty, satisfaction and revenue’
Mike Grigsby, Applied Marketing Analytics
- **Customer Analysis:** ‘Maximising results with data-driven financial marketing strategies’
Tony Rizzo, Journal of Brand Strategy
- **Competition Analysis:** ‘Female fans’ perceptions of and reactions to rival teams’
Cody T. Havard, Rebecca M. Achen, Timothy D. Ryan, Journal of Cultural Marketing Strategy
- **SWOT:** ‘Determining the appropriate strategies for emergency planning through AHP-SWOT’
Omid Kalatpour, Journal of Business Continuity & Emergency Planning

3 Testing Your Marketing Proposition

- **Marketing Analytics Case Study:** ‘AutoNation: Driving customer loyalty in a fragmented industry’
Vikash Singh and Sheena Banton, Applied Marketing Analytics
- **Segmentation:** ‘Using segmentation to improve strategy and predictive modelling’
Mike Grigsby, Applied Marketing Analytics
- **Positioning Case Study:** ‘Positioning an annual giving programme for maximum impact: An Illinois case study’
Christy Moss and Kristin Burnette, Journal of Education Advancement & Marketing

4 Sustaining Competitive Advantage

- **Customer Analysis for Competitive Advantage:** ‘Mining the gold in customer data to uncover your competitive advantage’,
Dr Amy Shi-Nash, Applied Marketing Analytics
- **Innovation & Culture:** ‘Does a culture of innovation drive business results?’
James R. Gregory et al, Journal of Cultural Marketing Strategy
- **Customer Service & Social Media:** ‘How to use social media to deliver excellent customer service’
Jessica Milcetic, Journal of Digital & Social Media Marketing
- **Privacy/Security for Customer Service:** ‘Embedding privacy and security to gain a competitive advantage’
Ann Cavoukian and Nandini Jolly, Journal of Data Protection & Privacy
- **Service Companies:** ‘Beyond the box: The intriguing challenges of branding service companies’
Ida Cheinman and Susan Bishop, Journal of Brand Strategy

5 Implementing Marketing Strategy

- **Global/Local Case Study:** ‘Developing a glocalisation strategy: Experiences from Henkel’s product launches in the Middle East and Europe’
Svend Hollensen and Christian Schimmelpfennig, Journal of Brand Strategy
- **Case Study, Sky:** ‘Integrating social media at Sky Deutschland’
Selena Gabat, Journal of Digital & Social Media Marketing
- **Case Study, Education:** ‘Delivering an engaging college marketing strategy in a highly competitive sector’
Emma Evans, Journal of Education Advancement & Marketing
- **Case Study, Online Brand:** ‘Marketing strategies to alleviate risk and build trust for emerging online brands: Case of an Asian cosmetic brand entering into the USA’
Sarah (Song) Southworth and Minjeong Kim, Journal of Digital & Social Media Marketing
- **Case Study, Airport:** ‘Excellent airport customer service meets successful branding strategy’
Joanne Paternoster, Journal of Airport Management
- **Case Study, Finance:** ‘How Charles Schwab rediscovered its challenger mojo’
Pete Boland, Journal of Brand Strategy

Marketing Measurement

Courses on marketing measurement will cover the following key topics.

- **Marketing Metrics**
- **Marketing Budget and Spend**
- **Martech**
- **Marketing Technologies and Techniques**

Below are just a few of the articles and case studies we have identified illustrating and exploring these topics marketing measurement will cover the following key topics.

“Marketing dollars need to be justified, and tying spending to both direct and indirect results can help clarify marketing efforts and aid in decision-making. Far too often, institutions build marketing campaigns around creative concepts and overlook the necessary element of measurement.”

John King, Executive Director of Digital Services for Marketing and Communications,
Lone Star College

Supporting Teaching & Learning

If you would like assistance finding articles and cases to support your course or to use as an additional resource please send us the syllabus or a short description of the course’s learning objectives - we would be delighted to help.



1 Marketing Metrics

- **MROI: ‘Marketing return on investment:** Seeking clarity for concept and measurement’
Paul W. Farris, et al, Applied Marketing Analytics
- **Paid Media Budgeting:** ‘Applying a delta opportunity index to paid media budget planning’
Roger Kamena and Jean-François Renaud, Applied Marketing Analytics
- **Brand Valuation:** ‘Linking brand to business financials: How brand valuation has helped DuPont unlock the value of its portfolio’
Joanna Seddon, Journal of Brand Strategy
- **Marketing KPIs and Metrics:** ‘Using data to maximise event impact and return on investment’
Kathryn Petrini, Journal of Digital & Social Media Marketing
- **Linking Marketing to Business Outcomes:** ‘Marketing analytics: How best-in-class marketers use alignment and accountability for value creation’
Laura Patterson, Applied Marketing Analytics
- **Developing Marketing Metrics, Case Study:** ‘How to measure marketing success and find your cost per new student acquisition’
John King, Journal of Education Advancement & Marketing

2 Marketing Budget and Spend

- **Marketing Budget Trends:** ‘Trends in marketing organisational structures and budgets’
Rob Zinkan, Journal of Education Advancement & Marketing
- **MROI:** ‘Making brands successful: Optimising marketing return on investment’
Jesko Perrey, et al, Journal of Brand Strategy
- **Where to Spend:** ‘The customer journey: How customer touch points interact to drive increased loyalty, satisfaction and revenue’
Mike Grigsby, Applied Marketing Analytics
- **Case Study:** ‘Quantifying the importance, contribution and efficiency of Cotton Inc.’s paid, owned and earned media through customer journey modelling’
Joann Sciarrino, et al, Journal of Digital & Social media Marketing

3 Martech

- **Martech and the Business:** ‘How to ensure analytics and martech are relevant to the business’
Laura Patterson, Applied Marketing Analytics
- ‘Martech leadership: The symbiotic development of technology and talent’
Andy Betts, Applied Marketing Analytics

4 Marketing Technologies and Techniques

- **Targeting:** ‘Delivering targeted paid advertising using Gmail native ads: Case study of Liberty Marketing’
Philip Woodward, Journal of Digital & Social Media Marketing
- ‘Digital audience management: Building and managing a robust data management platform for multi-channel targeting and personalisation throughout the customer journey’
Vaibhav Gardé, Applied Marketing Analytics
- **Segmentation & Predictive Modelling:** ‘Using segmentation to improve strategy and predictive modelling’
Mike Grigsby, Applied Marketing Analytics
- **Discrete Choice Modelling, Case Study:** ‘Maximising the value of a pharmaceutical line extension using discrete choice modelling, secondary data and market segmentation’
Michael Latta and Melissa Clark, Applied Marketing Analytics
- **Predictive Analytics:** ‘Advanced next best offer marketing using predictive analytics’
Justin Croft, Applied Marketing Analytics
- **Machine Learning, Case Study:** ‘Leveraging machine learning to deepen customer insight’
Zain Abbas, et al Applied Marketing Analytics
- **Geodemographics:** ‘Birds of a feather still flock together: The continuing relevance of geodemographics’
Barry Leventhal, Applied Marketing Analytics
- **Personalization, Case Study:** ‘Delivering personalised digital experiences to customer segments of one: Case study of SAP’
Shawn Burns, Journal of Digital & Social Media Marketing

Social Media Marketing

Social Media Marketing courses will cover the following key topics

- **Social Media Marketing: What is it?**
- **Social Media Marketing Strategy**
- **Social Media Channels**
- **Measuring Social Media**
- **Influencers**
- **Crisis and Reputation Management**

Below are just a few of the articles and case studies we have identified illustrating and exploring these topics.

Supporting Teaching & Learning

If you would like assistance finding articles and cases to support your course or to use as an additional resource please send us the syllabus or a short description of the course's learning objectives - we would be delighted to help.





“I am programme director for Digital Marketing in the TU Dublin. My research agenda is social, digital and analytics in marketing - the *Journal of Digital & Social Media Marketing* has been a wonderful resource to me as an academic and in the development of new programmes. Our philosophy in the University is to be practice based and research informed. The nature of the Journal is well aligned with our close relationship to the business professions.”

Dr. Etain Kidney, Assistant Head,
School of Marketing, TU Dublin

7 Social Media Marketing: Principles and Development

- **Social Media Principles and Planning:** ‘Defining social media ‘marketing multipliers’
Don E. Schultz and Martin P. Block, Journal of Digital & Social Media Marketing
- **Principles and Maturation:** ‘Winning in social: A blueprint for progressing enterprise social maturity’
Chris Thomas, Journal of Digital & Social Media Marketing
- **The Social Enterprise:** ‘The social enterprise: Building a digitally driven business to gain competitive advantage’
Larry Weber, Journal of Digital & Social Media Marketing
- **Case Study: Applying Principles** ‘Creating meaningful customer experiences and campaigns in social media: Case study of O2 (Telefónica UK)’
Kristian Lorenzon, Journal of Digital & Social Media Marketing

2 Social Media Marketing Strategies

- **Corporate Blogging Strategy:** ‘Corporate blogging and virtual communities’
Bradley Jobling, Journal of Digital & Social Media Marketing
- **Viral Marketing:** ‘Dynamic virality: A review of the Ice Bucket Challenge’
James M. Leonhardt and Amanda Ball, Journal of Digital & Social Media Marketing
- **China:** ‘Digital marketing strategies for entering the Chinese market’
Mathew Mcdougall, Journal of Digital & Social Media Marketing
- **Case Study, Sport:** ‘A peek behind the curtain: How the Chicago Bears engage their social media followers’
Matt Koch, Journal of Digital & Social Media Marketing
- **Case Study, Public Health:** ‘Using digital storytelling to reduce the stigma surrounding mental illness: Real, bold and defined social marketing strategies’
Michael Nycyk, Craig Mack, Journal of Digital & Social Media Marketing
- **Case Study, Publishing:** ‘How ELLE leverages customer relationships to deepen brand engagement’
Laura Elton and Lisa Lopez, Journal of Digital & Social Media Marketing

3 Social Media Channels

- **Which Channel?** ‘Determining the right social media networks for your business’
Victoria Edwards, Journal of Digital & Social Media Marketing
- **Which Channel?** ‘Choosing between social media platforms and understanding the markets they reach’
Nigel Taylor, Journal of Digital & Social Media Marketing
- **Facebook:** ‘Factors influencing the success of social media posts: A quantitative analysis of over 60 million Facebook posts’
Jan Lies and Sascha Fuß, Journal of Digital & Social Media Marketing
- **Twitter:** ‘Building brand engagement through Twitter marketing strategies’
Karen Mishra and Aneil Mishra, Journal of Digital & Social Media Marketing
- **WeChat:** ‘How to get the most from WeChat’
Alexis Bonhomme, Journal of Digital & Social Media Marketing
- **Instagram:** ‘Data, analytics and creative intuition: An analysis of how to optimise return on social media investment on Instagram’
Ellie Mcdonald, Journal of Digital & Social Media Marketing
- **Snapchat:** ‘Higher education’s new key to current and prospective student engagement’
Tony Dobies and Candace Nelson, Journal of Education Advancement & Marketing
- **Pinterest:** ‘Crafting a Pinterest strategy to drive engagement’
Jackie Vetrano, Journal of Education Advancement & Marketing

4 Social Media Marketing: Measurement

- ‘Measuring the effects of social media marketing: Adoptions, engagement and consequences’
I-Ping Chiang, Lin-Han Huang, Shih-Hui Lo, Journal of Digital & Social Media Marketing
- **Analytics:** ‘Measuring the success of social marketing campaigns with web/digital analytics’
Vaibhav Gardé, Applied Marketing Analytics
- **B2B:** ‘Lead-generating social media strategies using the social media performance model: The B2B connection’
Gary B. Wilcox and Kristen Sussman, Journal of Digital & Social Media Marketing
- **SMEs:** ‘Social media in small and medium enterprises’
Lakshmi Goel et al, Journal of Digital & Social Media Marketing
- **Emotion:** ‘A quantitative study on the impact of emotion on social media engagement and conversion’
Jonathan Buffard and Angeliki Papasava, Journal of Digital & Social Media Marketing
- **ROI:** ‘Social media’s return on investment in an integrated marketing campaign: ‘Media mix modelling’
Gary B. Wilcox, et al, Journal of Digital & Social Media Marketing
- **Apps on Facebook:** ‘To app or not to app — And how’
Suresh Ramaswamy, Katherine Liew, Journal of Digital & Social Media Marketing



5 Influencer Marketing

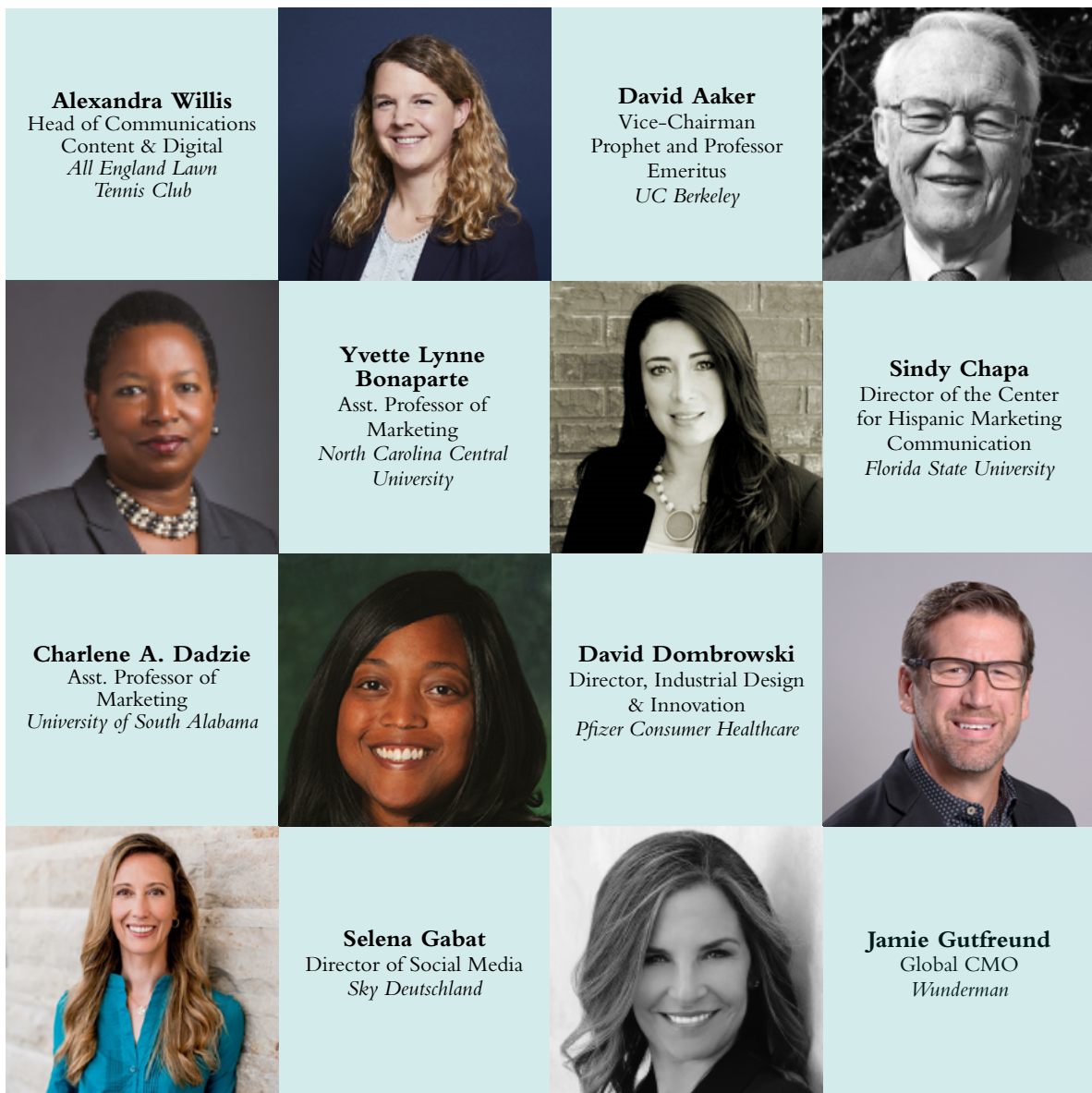
- **Digital influence:** The rise of modern-day influencer marketing and key implications for global business leaders'
Joel Backaler, Journal of Digital & Social Media Marketing
- **Motivations:** 'Influencer marketing: An exploratory study on the motivations of young adults to follow social media influencers'
Flor Morton, Journal of Digital & Social Media Marketing
- **Measuring Influencer Marketing:** 'Measuring the effectiveness of peer-to-peer influencer marketing in an integrated brand campaign'
Joann Sciarrino et al, Journal of Digital & Social Media Marketing
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Louise Peres, Journal of Digital & Social Media Marketing
- **Case Study:** 'Social media-first marketing: A case study of leveraging influencers'
Nicole Smith, Journal of Education Advancement & Marketing
- **Case Study:** 'Leveraging influencers to tell an authentic brand story and drive return on investment: Case study of Travel Alberta and Expedia Media Solutions'
Noah Tratt, Journal of Digital & Social Media Marketing

6 Crisis and Reputation Management on Social

- **Crisis Communications:** 'Crisis communications management on digital platforms'
John Deveney, Journal of Brand Strategy
- **Social media risk:** 'Social media risk: Closing the management gap to safeguard reputation and productivity'
James Leavesley, Journal of Digital & Social Media Marketing
- **Case Study:** 'Prevent, plan, manage: Social media strategy for crisis communications'
Grant Fuller, Journal of Digital & Social Media Marketing
- **Rebuilding Reputation:** 'Restoring trust and rebuilding reputation: The critical roles of corporate purpose, earned media and the new CEO mandate'
Larry Weber, Journal of Digital & Social Media Marketing
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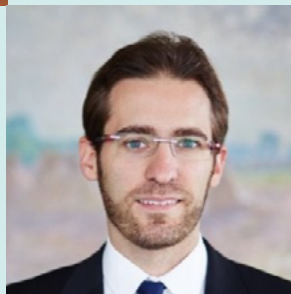
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