

# Innovations in Digital Branding and Content Marketing

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

In today's technology-driven economy, organizations are attempting to create a digital identity of their brand in order to remain prevalent among consumers. As today's consumers are spending an increased amount of time on digital platforms, maintaining a presence online is crucial for companies to remain successful and relevant. Due to this necessity, there have been significant advancements made in the field of digital marketing and branding.

**Innovations in Digital Branding and Content Marketing** is a collection of innovative research on the methods and advancements in the field of advertising and marketing using digital technologies. While highlighting topics including gamification, typography, and consumer-generated media, this book is ideally designed for advertisers, marketers, brand managers, PR professionals, content specialists, researchers, practitioners, executives, students, and academicians seeking current research on advanced strategies and developments in digital marketing.



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## Topics Covered:

Campaign Planning  
Consumer-Generated Media  
Corporate Identity  
DIY Advertising  
Dynamic Content Creation

Emotional Branding  
Gamification  
Graphic Design  
Permission Marketing  
Typography

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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