

Sources: Grove, L (11/12/2008) World According to ...David Plouffe, Portfolio, <http://www.portfolio.com/views/columns/the-world-according-to/2008/12/11/David-Plouffe-Interview?print=true>; Luo, M (20/02/2008) Small Online Contributions Add Up to Huge Fund-Raising Edge for Obama, New York Times, <http://www.nytimes.com/2008/02/20/us/politics/20obama.html>; Nielsen Mobile Press Release, 2.9 Millions Received Obama's VP Text Message, <http://www.nielsenmobile.com/html/press%20releases/ObamaSMSVPMessage.html>; Pew Internet (06/01/2009) Post-Election Voter Engagement, [http://www.pewinternet.org/PPF/r/271/source/rss/report\\_display.asp](http://www.pewinternet.org/PPF/r/271/source/rss/report_display.asp); Quantcast Audience Profile, <http://www.quantcast.com/my.barackobama.com>; Rollyson, C (29/12/2008) Web 2.0 Case Study: Barack Obama's Use of Social Media, <http://www.globalhumancapital.org/archives/229-Web-2.0-Case-Study-Barack-Obamas-Use-of-Social-Media.html>

### case study questions

1. How did the Obama campaign make the most of the opportunities afforded by grassroots support?
2. Why is the Internet so well suited to a grassroots organising strategy?
3. Why is the success of the campaign also a challenge to Obama as he assumes office?

### chapter questions

1. Why, when it comes to eMarketing in particular, is flexibility important in strategy?
2. The textbook stresses the importance of tracking, analysing and optimising for any eMarketing campaign. Why?
3. What is the difference between a strategy and a tactic?

### references

Porter, Michael E (2001) Strategy and the Internet, Harvard Business Review 2001, Harvard Business School Publishing Corporation (pp 62 - 78)

Simon, H. A. (1971), Designing Organizations for an Information-Rich World, The Johns Hopkins Press, ISBN 0-8018-1135-X.  
[http://marketing.wharton.upenn.edu/ideas/pdf/Armstrong/EducationalMaterials/Dont\\_do\\_SWOT3.pdf](http://marketing.wharton.upenn.edu/ideas/pdf/Armstrong/EducationalMaterials/Dont_do_SWOT3.pdf)  
(accessed on 16/09/08)

### further reading

[www.sethgodin.typepad.com](http://www.sethgodin.typepad.com) - Seth Godin's popular blog provides regular insight  
[www.gigaom.com](http://www.gigaom.com) - GigaOM's community of writers covers all things technology  
[www.fastcompany.com](http://www.fastcompany.com) - Fast Company magazine's web site

## 19. last words

# last words

The Internet is a dynamic and exciting environment. It has changed the way we communicate and express ourselves, and it has forced companies and individuals to change the way they do business.

With this textbook, you have a solid guide to the tools and tactics of online marketing. Each of the tactics on their own can do wonders to boost your business, but the best eMarketing strategy comes from an integrated, customer-centric approach.

As marketing geeks the world over will tell you, markets are conversations. The Internet has given customers a platform for responding to the marketing and advertising messages that they are being exposed to, revealing opportunities for companies and brands to engage in two way conversations instead of one way broadcasts. It has revealed the declining effectiveness of one size fits all mass communication, but instead allows for cost effective mass customisation.

Due to the nature of the Internet, eMarketing campaigns are highly trackable and measurable, and can be targeted and customised. Response and awareness can be measured and monitored through online reputation management tools. Companies and customers can use the same social media platforms to express themselves and communicate with each other.

## keeping up to date

With the Web being so dynamic, we can only ever hope to offer you the foundations for your eMarketing in a printed textbook. Every chapter includes some of the best resources we know of from industry experts that will help you to keep up to date with this exciting medium.

This book is also supported by an online resource centre at [www.quirk.biz/emarketingtextbook](http://www.quirk.biz/emarketingtextbook). That's the first place to look for any updates, as well as more case studies showcasing the techniques outlined in this book.

This book is licensed under a Creative Commons because we want you to get involved in making this a community resource of the best eMarketing knowledge that there is. Please join us on the web site to offer your feedback and suggestions.

For an updated list of resources and links, visit [del.icio.us/quirkmarketingtextbook](http://del.icio.us/quirkmarketingtextbook). We've included all the references and resources from the book, and plenty more to keep you informed during your eMarketing career.

The QuirkStars blog regularly on [www.gottaquirk.com](http://www.gottaquirk.com). We have regular tips from our eMarketing strategists, as well as round-ups of some the best Internet campaigns. And you should definitely sign up for the Quirk newsletter for a fortnightly fix of all the best that there is in the world of eMarketing: [www.quirk.biz](http://www.quirk.biz).

If you have feedback for us, some unanswered questions, or if you think there's anything we've missed, let us know! You can email us directly on [textbook@quirk.biz](mailto:textbook@quirk.biz).

## further reading

### [www.cluetrain.com](http://www.cluetrain.com)

– the web site for The Cluetrain Manifesto, where you can read the entire book for free. This seminal work shows how “markets are conversations.”

### [del.icio.us/quirkmarketingtextbook](http://del.icio.us/quirkmarketingtextbook)

– all the links and resources from this book in one easy online spot.

### [www.gottaquirk.com](http://www.gottaquirk.com)

– the blog from the minds of Quirk.