

# BOOK REVIEW

## DIGIMARKETING The Essential Guide to New Media & Digital Marketing by Kent Wertime and Ian Fenwick (WILEY- 2008)

*Reviewed by Thierry de Gorguette d'Argoeuves<sup>1</sup>*

The subtitle of the book, *The Essential Guide to New Media & Digital Marketing*, aptly summarizes its content. *DigiMarketing* is a very professional review and analysis of what many may still regard as a confusing assembly of gadgets but is also an articulated presentation of the paths to follow when it comes to e-marketing campaigns. With it, we escape yet another – not to be missed, “nth” Internet Marketing book by the latest on-line guru.

Coming from very different backgrounds (Kent Wertime is the President of OgilvyOne Asia Pacific and Ian Fenwick Advisor and Senior Head of Administrative Programs at Sasin Graduate Institute of Business Administration, Bangkok), the authors merge their expertise to provide right from the onset a new vision - and a warning: digital media are becoming a “street reality” and marketers have no choice but to develop a “*deep proficiency in new media channels*”. To the readers’ edification.

The review is exhaustive and will take readers throughout the new media landscape, covering a variety of territories that traverse the “vlogs”, “ipods” and other “mash-ups” to name a few. *DigiMarketing* is the “*future evolution of marketing*”. Marketing managers, the authors go on to explain, will increasingly be handling more digital channels and be confronted with arguably the most innovative feature of digital marketing: continuous and consistent interaction

with consumers. To be especially recommended is the “Key Shifts Summary”<sup>2</sup> at the end of Section One. Readers will quickly come to the realization that “traditional marketing” will shortly be an “old fashioned” marketing approach. Who would have ever thought that the good old ‘A&P’ would eventually translate into ‘Os and Is’?

With all channels thoroughly reviewed through the tools to be activated, it soon becomes clear that every component can be intricate, from search engines to transactions (including wireless ones), from emails (not spams) to contextual e-marketing, and what is still largely regarded as the most sensitive - if not the most controversial - Web 2.0 ingredient: user generated content<sup>3</sup>.

How then not to sympathize with that marketing manager now having to face his/her customers’ negative reviews? Does s/he even have a say in it? If there were one message to remember from Section Two, it should be that there are many new channels, all of which involve some level of interaction – eventually in real time – with consumers.

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<sup>1</sup> Thierry de Gorguette d’Argoeuves teaches at Assumption University, Graduate School of Business.

<sup>2</sup> P 51 Figure 2.1: DigiMarketing – Key Shifts and Tenets Summarized

<sup>3</sup> P 225 Figure 8.2: Evolution of Consumer Generated Content

Marketing people should rejoice. Gone is the lengthy, time-consuming, bottom-numbing questionnaire and interview process for quantitative and qualitative analysis purposes. Everything is now automatically loaded and stored in huge databases and instantly available for data mining and OLAP. And as the authors guide practitioners through their digital marketing plan, they insist: “*data will be recognized as the lifeblood of marketing*”<sup>4</sup>. Marketing plans will be about optimizing the links to KPIs and Analytics as shown at the end of Section Three<sup>5</sup>.

One lurking risk with writing books touching on the latest technologies is their fast obsolescence. The authors were well aware of and upfront about this and responded by wisely forecasting future trends. Their framework develops firmly around the main avenues which they have identified. The overall format of the presentation is consistent, invariably providing bridges from traditional to digital and from the current human touch to the likely future virtual CRM. Readers will also appreciate the light leisurely pace at which they are taken through this e-journey, the lively structure of each chapter, the short paragraphs, and the text boxes dedicated to definitions or short stories. I have one complaint – albeit a very minor one - some higher quality diagrams and graphs would have been most welcome.

The future of marketing lies in uninterrupted iterations and will undoubtedly be more demanding in terms of integration and near real time reactions. Practitioners, entrepreneurs, teachers and students alike will benefit from the tremendous amount of knowledge presented to us in *DigiMarketing* in a very informative yet entertaining manner.

By way of concluding, I will quote a few sentences. Selecting them was not easy but as I

stumbled upon them, it occurred to me I could use them in my lectures. As an academic, the argument was compelling enough.

“*The Web has a long memory*” (p 229) which goes along with the humoristic “*the long tail on steroids*” (p 83)

“*The “Do It Ourselves” Web*” (p 73): from passive TV viewers to interactive actors on the Net

“*The broadcast TV model collapses*” (p 272) only to be digitally re-energized a few pages later: “*TV is dead, Long-Live TV*” (p 276)

“*DigiMarketing must include strategies to seed brands into people’s interactions*” (p 40). In my opinion, here lies the secret of the new digital marketing recipe.

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<sup>4</sup> P 362 *DigiMarketing* Tenet 10

<sup>5</sup> P 380 Figure 14.4