



The Best Digital Marketing Campaigns in the World II

Damian Ryan

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With the enormous growth of the internet and social media sites, digital marketing is now worth more per annum than print advertising in the US. Social network advertising spending is expected to increase to a staggering \$9.8 billion by 2016 in a bid to attract today's media-savvy consumer.

Following the success of the first book in the series, this second volume of *The Best Digital Marketing Campaigns in the World* highlights 40 brand new campaigns and assesses what they achieved and the business lessons learned. A practical and insightful book, it explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers. Damian Ryan presents an international collection of hand-picked case studies, sharing the knowledge and skill of the world's top creative minds.

The book covers a wide range of world-class award winning campaigns, including household names such as Coca-cola, Red Bull, Harley Davidson, and the most successful viral video of 2012. This new volume is a must-read guide for all marketers looking to embrace the new digital landscape.

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