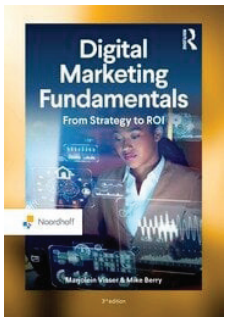
BOOK REVIEW



Digital Marketing Fundamentals:
From Strategy to ROI (3rd Edition)
Edited by Marjolein Visser & Mike Berry

Noordhoff/Routledge

Authors Marjolein Visser and Mike Berry, in this year's third edition of the book "Digital Marketing Fundamentals: From Strategy to ROI," provide a detailed overview of contemporary digital marketing. The latest edition of the book was created by 19 co-authors, each of whom made a significant contribution to different chapters. Compared with previous editions, this year's edition places a stronger focus on creating value for customers, organizations and other stakeholders. The importance of the book is reflected in the clear connection between theory and practice; that is, the authors convey the application of digital tools and strategies in an understandable way in order to ensure value for the customer. In 14 chapters covering 602 pages, the authors clearly communicate that digital marketing forms the foundation of a successful contemporary business.

This edition uses the customer cycle model as a starting point for understanding the subject matter. The authors clearly place it within the wider context of digital marketing to introduce each chapter to the reader in a clear manner. For easier follow-up, the Customer Cycle model is shown in figure 1 below:

Figure 1: **Customer Cycle model**

Source: Author's own creation based on Visser & Berry (2025).

Compared with the previous edition, this edition features significant changes to the content. In particular, the first chapter has been almost entirely rewritten. The authors define digital marketing and fundamental concepts and connect them with the process of building relationships with customers. The scholars systematically emphasize the importance of understanding the entire cycle and in each subsequent chapter logically explain how different digital marketing tools and strategies influence the shaping of relationships with customers. Understanding the aforementioned subject matter is extremely important in the context of tourism given that tourist decisions move through different phases within the digital space, from dreaming, through researching, and all the way to the final conversion.

Compared with the previous edition, the authors have expanded the content of the second chapter by introducing new concepts such as the metaverse, non-fungible tokens (NFTs) smart contracts and more. Moreover, the importance of adapting business models to new trends and the development of digital business strategies is presented. The authors clearly highlight the importance of connecting marketing, new technologies and the user experience.

The third chapter has been largely rewritten as well, and insights from recent scientific research have been added. Additionally, new topics have been introduced such as FOMO (Fear of missing out), podcasts, streaming services and digital television. The chapter is focused on understanding online customer behaviour by providing insights into how users engage with digital channels, how they obtain information and how they make decisions.

In the fourth chapter, new subject areas are explored, for example user research, on-page surveys, etc. The chapter provides a detailed overview of data collection and analysis methods, as well as their application in marketing activities. Data-driven marketing plays a central role in the chapter.

The fifth chapter emphasizes the importance of building a brand and its communication toward customers. The entire chapter is adapted to new models. New terms such as mapped moments and nano influencers are introduced. Furthermore, the importance of content marketing for brand communication is emphasised. Within the framework of tourism, the digital image is one of the decisive triggers for making the final decision. Additionally, all of the aforementioned chapters are of exceptional importance to the tourism sector, as they offer valuable insights into how customers' digital profiles are formed.

In the subsequent three chapters (chapters six to eight) the authors provide explanations of the role of digital marketing in the customer cycle process. The sixth chapter, compared with the second edition, is adapted to new models and greater emphasis is placed on programmatic advertising. The process of creating awareness and interest in the inspiration phase is described in detail. The seventh chapter is focused on the research phase in the customer cycle. It is supplemented with search engine optimization and more strongly oriented towards brand visibility and the offer. The eighth chapter is focused on the evaluation and selection phase in the cycle. The content has been strengthened by exploring the marketing funnel, email marketing and automation. All of the above are key instruments of modern tourism marketing, as today's tourists rely on online information when making most decisions.

The new edition supplements the content of the ninth chapter with new concepts such as dark stores, quick commerce, last-mile hubs and customer success management. The chapter provides an overview of how digital marketing experts support customers throughout the entire process and how payment systems and customer support function. Furthermore, the tenth chapter is focused on optimizing the post-purchase user experience on websites and apps. Also, the topic of the "minimal lovable product" is additionally elaborated. The eleventh chapter titled "Digital marketing throughout the use cycle" focuses more strongly on the value of engagement, supplemented with concepts such as customer referral value, customer knowledge value and customer influence value. The chapter is aimed at understanding the maintenance of relationships with customers.

The last three chapters of the book are focused on designing websites and applications, digital analytics and testing, planning and organization in digital marketing. This edition's twelfth chapter has a stronger focus on the value of experience. Concepts such as the user journey map, intuitive use, and the card sorting method have been added, as well as the UX journey map. The thirteenth chapter is focused on data-driven marketing; the chapter is supplemented with new concepts such as the PEACO circle, analysis paralysis, landing page, brand tracking and others. The final chapter provides detailed guidelines for the organization of digital marketing. Compared with the previous edition, new concepts are explained: DDoS attacks, information security, defacement and the innovation golden niche.

The book is written in simple and understandable language making it accessible to both professionals and students looking to expand their knowledge of digital marketing. Furthermore, the book contains lot of illustrations, images, diagrams and tables that present theoretical concepts to readers in a simple way. The book is full of up-to-date examples and real-life business cases that connect theory and practice in an interesting way. Although the book is not directly focused on tourism, it is important to emphasise that understanding all the defined tools, strategies and concepts of digital marketing is crucial for successful positioning and business operations in the turbulent tourism market of the 21st century. Moreover, the examples used in the book are directly based on the global tourism sector.

The new edition unquestionably provides a comprehensive overview of the most important areas of digital marketing; however, the authors briefly mention artificial intelligence and its significance. In future editions, it would be highly beneficial to include a comprehensive chapter on artificial intelligence and how it is redefining established patterns. It is undeniable that we are living in the AI era, which is rapidly changing the way we work and becoming the foundation of modern marketing activities. The increasing use of artificial intelligence is replacing established search engines such as Google, Bing and Yahoo!, encouraging further reflection on related marketing activities. Also, the question of the "black box," that is, understanding how artificial intelligence creates conclusions and makes decisions, is particularly interesting. In accordance with the above, strengthening the section on AI would enable readers to gain a better understanding of the importance and significance of artificial intelligence in the context of digital marketing, and understanding of technological innovations and new trends would be further encouraged.

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