

## CHAPTER OVERVIEW

### 1: Think - Strategy and Context

#### Learning Objectives

In this chapter, you will learn:

- How to define and distinguish business strategy and marketing strategy.
- How to think about digital audiences.
- The key building block concepts that are essential to any strategy.
- The questions that need to be asked when assembling a digital marketing strategy.

[1.1: Introduction](#)

[1.2: Key terms and concepts](#)

[1.3: What is marketing?](#)

[1.4: What is digital marketing?](#)

[1.5: Understanding marketing strategy](#)

[1.6: The Building Blocks of Marketing Strategy](#)

[1.7: References](#)

[1.8: Crafting a digital marketing strategy](#)

[1.9: Case study - Vets now - Taking care of the brand](#)

[1.10: The bigger picture](#)

[1.E: Digital Marketing Strategy\(Exercises\)](#)

[1.S: Digital Marketing Strategy\(Summary\)](#)

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