

Table of Contents

Preface	xiv
Acknowledgment	xx
Introduction	xxi
Chapter 1	
Digital Era: How Marketing Communication Develops Business Innovation – Case Studies.....	1
<i>Liliana Coutinho Vitorino, ESTG, Polytechnic Institute of Leiria, Portugal</i>	
<i>Ana Lisboa, ESTG, Polytechnic Institute of Leiria, Portugal</i>	
<i>Raquel J. Antunes, ESTG, Polytechnic Institute of Leiria, Portugal</i>	
Chapter 2	
Digital Influencers and Follower Behavior: An Exploratory Study.....	30
<i>Isabel Maria Lopes, Instituto Politécnico de Bragança, Portugal</i>	
<i>Maria Isabel Ribeiro, Instituto Politécnico de Bragança, Portugal</i>	
<i>António Fernandes, Instituto Politécnico de Bragança, Portugal</i>	
<i>Teresa Guarda, Universidad Peninsula de Santa Elena (UPSE), Ecuador</i>	
Chapter 3	
Digital Marketing: A Bibliometric Analysis Based on the Scopus Database Scientific Publications.....	52
<i>Maria Isabel Barreiro Ribeiro, Instituto Politécnico de Bragança, Portugal</i>	
<i>António José Gonçalves Fernandes, Instituto Politécnico de Bragança, Portugal</i>	
<i>Isabel Maria Lopes, Instituto Politécnico de Bragança, Portugal</i>	

Chapter 4

Search Engine Marketing to Attract International Digital Traffic74

*Rita Moura, School of Economics and Management, University of
Minho, Portugal*

*Beatriz Casais, School of Economics and Management, University of
Minho, Portugal*

Chapter 5

Geographic Marketing in Support of Decision-Making Processes.....103

*Maria Fernanda Augusto, Universidad Peninsula de Santa Elena
(UPSE), Ecuador*

Chapter 6

The Perception of Employee Effect and Brand in Industry and Services: An
Internal Marketing Approach.....116

Andrea Sousa, Instituto Superior Miguel Torga, Portugal

*João Fernandes Thomaz, Institute of Management and Administration of
Santarém, Portugal*

*Eulália Santos, School of Technology and Management, Polytechnic
Institute of Leiria, Portugal*

Aquilino Felizardo, Polytechnic Institute of Leiria, Portugal

Carlos Francisco Silva, Universidade Europeia, Portugal

Chapter 7

Country Marketing Strategy: A Low-Cost Digital Marketing Proposal for
Cabo Verde.....131

Filipe Mota Pinto, Polytechnic Institute of Leiria, Portugal

Catarina Carreira Pinto, Lisbon University, Portugal

Chapter 8

Marketing to Gamers: The Effects of Video Game Streams on Consumer
Attitudes and Behaviors160

Lisa Brianne Foster, East Tennessee State University, USA

Robert Andrew Dunn, East Tennessee State University, USA

Chapter 9

What Makes People Share? The Effects of Online Ads on Consumers'

Sharing Intentions 187

Ismail Erkan, Izmir Katip Celebi University, Turkey

*Fulya Acikgoz, Istanbul Technical University, Turkey & Bahçeşehir
University, Turkey*

Compilation of References 204

About the Contributors 234

Index..... 239

Introduction

Digital Marketing is the set of strategies aimed at promoting a brand on the internet. It differs from traditional marketing because it involves the use of different online channels and methods that allow the analysis of results in real time.

Currently, the internet is an important part of our society. It had been incorporated into our lives in such a way that it is almost impossible to do anything without it. From simple things, like getting the phone number from the restaurant at the next door, to complex things, like supporting all kind of e-commerce or e-governance that occurs all around the world. Nowadays, almost everything goes through the internet.

Actually, it is easier to one to forget his wallet than to even disconnected from his cell phone, with the internet at him fingertips. Our life is no longer the same with the internet, the same can be said of almost all kind of business models – we are running on fourth industrial revolution. The very first basically the industrial revolution that takes place over technologies.

The fact is that consumers are themselves changing and moving to more sophisticated technology-based society. Consumers engage more and more in digital media channels.

There is a great need to rethink and improve digital marketing strategies and models in order to guarantee successful business at competitive markets.

This book reflects a continuing interest from a community of digital marketing students, professors, practitioners and researchers.

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