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Dave Chaffey is CEO of Smart Insights (www.smartinsights.com), an online publisher and analytics company providing advice and alerts on best practice and industry developments for digital marketers and e-commerce managers.

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Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and any other digital mediums. Digital marketing channels are systems based on the Internet that can create, accelerate, and transmit product value from producer to a consumer terminal, through digital networks.

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Dave is a keynote speaker, trainer and consultant who is author of 5 bestselling books on digital marketing including Digital Marketing Excellence and Digital Marketing: Strategy, Implementation and Practice. To learn about my books, see my personal site Digital marketing books by Dr. Dave Chaffey. In 2004 he was recognised by the Chartered ...

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