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*Have you had people ask you how to get started in digital marketing?*

*Are you working with social media practitioners who lack a firm grounding in the basics of marketing?*

*Do you sometimes wish you had the fundamentals of marketing at your fingertips?*

Then grab a copy of Marketing White Belt: Basics for the Digital Marketer today.

### **What's In It For You?**

Many of the basics of digital marketing. My motivation for writing the book was noticing that a lot of people have found themselves in digital marketing roles with little or no marketing background at all. We come from social media or technology or fresh out of school and are expected to be full-fledged digital marketers, expected to be able to generate impressive results by managers who don't fully understand marketing themselves.

This book gets you started on the path of marketing, introducing concepts, frameworks, and ideas that will help give you a solid foundation in the basics of marketing. In it, I cover the 4Ps, SWOT, Strategy, ROI, funnels, and many other basics in a tight, compact format that will help **bring you or a colleague up to speed very quickly in the basics of marketing.**

It's everything you need to get someone started on marketing basics, while not being overly dense (and thus productivity-dampening). Each concept has a series of exercises that will let you test your knowledge and apply it to the business situations you're facing at your company.

How to Get It:

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[Christopher S. Penn](#) has been featured as a recognized authority in many books, publications such as the Wall Street Journal, Washington Post, New York Times,

BusinessWeek and US News & World Report, and television networks such as PBS, CNN, CNBC, and ABC News for his leadership in new media and marketing. He has been called upon for expert information by researchers for the Congressional Advisory Committee on Student Financial Aid, the Federal Bureau of Investigation, the US Department of Health and Human Services, and many other state and federal agencies.

Mr. Penn has spoken before diverse audiences ranging from executives of major venture capital firms, to multiple state and federal agencies, to aspiring college students looking to make their mark on the world. Each of his talks is tailored to the audience's needs and level of understanding, with a focus on giving audiences down to earth understanding of new media and practical tools & advice they can use immediately.

Mr. Penn is Vice President of Strategy and Innovation at Blue Sky Factory, an email marketing company based in Baltimore, as well as co-founder of the groundbreaking PodCamp New Media Community Conference, and co-host of the [Marketing Over Coffee](#) marketing podcast. He is an adjunct professor of Internet marketing and the lead subject matter expert and professor of Advanced Social Media at the University of San Francisco.

Mr. Penn holds a Bachelor's degree in Political Science from Franklin & Marshall College and a Master's degree in Information Systems from Boston University's School of Management.