

## Prologue

According to the dictionary of the Spanish language, the word “strange” is defined as “rare, singular, which is external to the nature or condition of another which is part” among others. Actually, the book which I am meets these characteristics for various reasons that I will explain below.

First, it is not frequent to found in one book in a brief but complete way at once, many concepts, details and definitions about digital marketing, focused on a complete, consistent and practical way. One of the reasons that holds its quality is that it is written by a single author. At present, this is strange in books of this kind, they are usually written by two or more authors and nevertheless it is a great advantage as it gains in consistency, uniformity and quality of content.

In my point of view, it is a tool for people who want to learn about marketing. That is to say, a book of this type is aimed at people who want to learn marketing may seem obvious. But, however, I do not think all those books apparently written to teach about marketing fulfill this mission and this book could give many examples. Luckily for which we have read it, it is deeply and seriously focused on current knowledge of digital marketing.

Another value that I would like to put upward on “From 0 to 3.0. Digital Marketing” is that it is a technical book and this quality is really rare in books about marketing in general and digital marketing in particular. I mean by this statement to the technical culture that follows the book, not just marketing techni-

que itself, but to the technical conceptualization is mentioned in all sections of the book. By this, the author brings back an understanding and approaching the reader to the most current marketing concepts from a very practical point of view and very educational.

His didactic qualities radiate from a strong textual and graphical development accompanied by real examples that have been designed relentlessly by the author from beginning to end. I allow the reader to check for himself about the rigor and number which accompany these examples when absorbing the reading.

The systemic approach of the book is another value that I wanted to highlight. Currently the digital marketing has become in almost an incomprehensible discipline for one person because of the complexity and profoundness of its sides; from organic positioning to advertising, including analytics, e-commerce or business models. The author has chosen, very rightly, to shed multiple lights on all aspects of digital marketing, providing a rich picture, consolidated and uniform at the same time.

This multiple lights have been generated based on a hierarchy organization in the sections on the various sides of digital marketing, which enhances and highlights the systemic approach of the book. There are multitude cross-categories between the different sections of the book, which cause that texts reinforce each other, sometimes complementary and sometimes by continuity, so that they integrate in a comprehensive manner while reading it.

Finally, I wanted to refer to the author. Juanjo told me he had spent a whole year writing the book. I say no. It may have taken him a year to give wording, but he started to prepare the book many years ago, as it accumulates knowledge and experience of a brilliant career devoted to marketing humbly and skillfully. And I challenge any reader to prove the contrary to me.

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## Introduction

I have the great pleasure to present this book which is result of many hours of effort and work as a professional in the industry. Fortunately, I have been able to take part in many projects in different sectors, in different markets and enterprise of any size in these last twelve years. When I decided to write this book, I wanted to give it a close and practical air, away from technical terms so that any reader can find it worth reading, regardless their basic or high level.

We are facing a young discipline which develops or evolves at a fast rate. Therefore, its strength is lower than in other industries and you have to analyze thoroughly its reality to prevent creating false expectations or the failure of projects.

Between the lines of this book you will learn the basics of digital marketing and how to handle yourself in this environment.