Preface: Welcome to a

brave new world

The world of digital media is changing at a phenomenal pace. Its con-

stantly evolving technologies, and the way people are using them, are

transforming not just how we access our information, but how we interact

and communicate with one another on a global scale. It’s also changing

the way we choose and buy our products and services.

People are embracing digital technology to communicate in ways

that would have been inconceivable just a few short years ago. Digital

technologies are no longer the preserve of tech-savvy early adopters, and

today ordinary people are integrating them seamlessly into their everyday

lives. From SMS updates on their favourite sports teams, to a free video

call with relatives on the other side of the globe, to collaborative online

gaming and much, much more: ordinary people – your customers – are

starting to use digital media without giving it a second thought.

The global online population was around 1.3 billion at the end of

2007. Projections suggest that figure will hit 1.8 billion by 2010. In the

developed world internet access is becoming practically ubiquitous, and

the widespread availability of always-on broadband connections means

that people are now going online daily to do everything from checking

their bank statement, to shopping for their groceries, to playing games.

What makes this digital revolution so exciting is that it’s happening

right now. We’re living through it, and we have a unique opportunity to

jump in and be part of this historical transition.

In the pages that follow we’ll take you on a journey into the world of

digital marketing. We’ll show you how it all started, how it got to where

it is today, and where thought leaders in the industry believe it’s heading

in the future. Most importantly of all we’ll show you – in a practical, no-

nonsense way – how you can harness the burgeoning power of digital

media to drive your business to the crest of this digital marketing wave,

and how to keep it there.