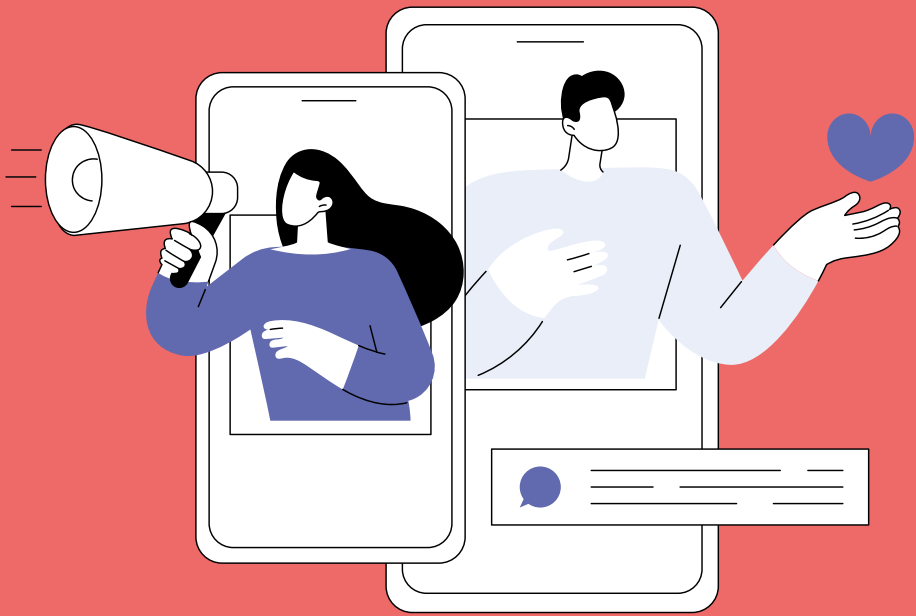




The Digital Marketer's Playbook

How to Effectively Collaborate
with Agencies, Freelancers, and
Digital Marketing Experts

Diego Adolfo Carrasco Gubernatis

Apress®

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ISBN-13 (pbk): 979-8-8688-0545-5
<https://doi.org/10.1007/979-8-8688-0546-2>

ISBN-13 (electronic): 979-8-8688-0546-2

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Managing Director, Apress Media LLC: Welmoed Spahr
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Cover designed by eStudioCalamar

Distributed to the book trade worldwide by Springer Science+Business Media New York, 1 New York Plaza, Suite 4600, New York, NY 10004-1562, USA. Phone 1-800-SPRINGER, fax (201) 348-4505, e-mail orders-ny@springer-sbm.com, or visit www.springeronline.com. Apress Media, LLC is a California LLC and the sole member (owner) is Springer Science + Business Media Finance Inc (SSBM Finance Inc). SSBM Finance Inc is a **Delaware** corporation.

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*To my wife, whose unwavering support and encouragement
have been my greatest source of strength.*

*To my daughters, to show them that you have to overcome
challenges and take advantage of opportunities, even if they
are scary.*

Thank you for being there for me.

*To those who know me, I have not yet realized that there are
limits and I still firmly believe that anything is possible.*

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About the Author



Diego Adolfo Carrasco Gubernatis is a versatile professional who combines expertise in marketing, software development, and entrepreneurship. His career, starting in Chile with business and marketing, led him to Germany where he refined his software development skills, focusing on PHP and Python while deepening his digital marketing knowledge.

Diego's diverse background, including early entrepreneurial ventures, has shaped his unique approach to technology solutions. He integrates insights from various fields, particularly digital marketing, to create innovative approaches.

Currently, as Product Lead for Digital and Data at MEHRKANAL, Diego merges his expertise in software development, data science, digital marketing, and artificial intelligence. He develops solutions that enhance automation, standardization, and simplicity in digital marketing.

Diego's passion for continuous learning drives him to explore new horizons. This allows him to approach challenges from multiple perspectives, drawing on his broad knowledge base to create effective, multifaceted solutions.

You can follow him on LinkedIn or on his website: <https://diegocarrasco.com>.

Acknowledgments

I want to express my heartfelt gratitude to everyone who has supported me throughout this journey:

- To my wife and daughters, who inspire me to show that overcoming challenges and seizing opportunities, even when they seem daunting, are essential for growth and whose unwavering support and encouragement have been my greatest source of strength. Thank you for always being there for me.
- To my colleagues at MEHRKANAL, whose collaboration, insights, and questions have enriched my work and this book. Special thanks to Mario and Miri for their patience enduring all my endless monologues about the book and its contents.
- To the many companies and agencies I've had the privilege to work with; your challenges and successes have inspired me to share my knowledge and experiences.
- To Victor and Eva, who gave me their feedback on the early version of the book idea.
- To all marketers, who continuously strive to improve, stay up to date, and adapt to trends and technological developments. I know it's hard work, and this book is my grain of rice in helping you keep moving forward.

Thank you all for being part of this journey.

Introduction

What Is This Book About

You are working in marketing or handling tasks related to digital marketing, and you need to get things done. You have a lot to do, and you don't have the time to become a digital marketing expert, with all that that implies. You know what needs to be achieved. Figuring out what to use and how to achieve that is something for a third party to solve, research, and do.

Among the things **you may have to do** are **defining campaigns**, **launching new products and services**, **managing partners** and distribution channels, working with third parties to **develop creatives**, and **dealing with providers**, creatives, agencies, and freelancers.

Note that I use the concept “to deal” here because, quite often, it's not a straightforward task. You have to deal with third parties because the understanding of the same task or goal is different or because they don't understand what you are saying. You might be using different jargon or concepts specific to your industry, or you might be trying to apply a concept from print to digital, and they just don't get it. And the worst part is there are good reasons for this to be this way!

On one side, you're trying to balance and manage multiple tasks while attempting to translate and explain everything to your stakeholders—team, boss, investors, coworkers, etc. For example, imagine you're responsible for launching a new advertising campaign, and you need to explain the goals and objectives to your team, who might have different interpretations of what success looks like. In that case, you may try to use specific concepts, such as lead campaigns or conversion tracking, just to