

Digital Marketing Chaffey

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Dave Chaffey is a digital marketing consultant and co-founder of the marketing advice education learning platform SmartInsights.com. He continues to lecture at universities and colleges including the University of Leeds, University of Portsmouth, Manchester Metropolitan University, Cranfield and Warwick and the Institute of Direct and Digital Marketing.

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Dr Dave Chaffey is co-founder and Content Director of digital marketing advice site Smart Insights. We're a publisher and learning platform that helps our 150,000 active members in over 100 countries plan, manage and optimize their digital marketing activities by applying the actionable advice in our planning templates, guides and interactive e-learning tools.

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Dr Dave Chaffey is the co-founder and content director of online marketing advice publisher Smart Insights. Since 1994, when Dave was first hooked on the web, he has specialized in sharing knowledge of how to best apply digital media and technology for marketing with business professionals and students through consulting, training and writing.

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Dave Chaffey is CEO of SmartInsights.com, an online publisher and consultancy providing advice on digital marketing strategy to members in over 100 countries worldwide. PR Smith is an international speaker, marketing consultant and author of a range of books including digital marketing planning and integrated marketing communications.

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