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DIGITAL MARKETING SETS STAGE FOR SEARS' COMEBACK.	
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Abstract	
<p>This paper etches out the digital marketing strategies adopted by Sears during challenging economic times. Despite taking other major strategic decisions to staunch the bleeding, Sears did not deter from focusing its efforts and resources on technology innovation. Uncertainty creates opportunity and innovation is the best path to grow. Sears implemented best practices of online marketing coupled with effective and efficient execution. This paper envisages Sear's challenges in building trust in their online customers and the tools chosen to mitigate them. Readers must think strategically about exploring the power of the internet to understand potential customers, effectively communicating with them, and leveraging digital technology to increase returns. The readers are also challenged to think about solutions to mitigate risks that could arise from strong online presence especially in social networking sites. This paper also brings forth the relevance of analytics in identifying useful web data and justifying the investments in digital advertising and promotional activities. Lastly, it provides a set-up to a meeting where a choice from among clearly-defined digital marketing options must be made.</p>	
Keywords	
Digital marketing, strategy, social networking sites, analytics.	