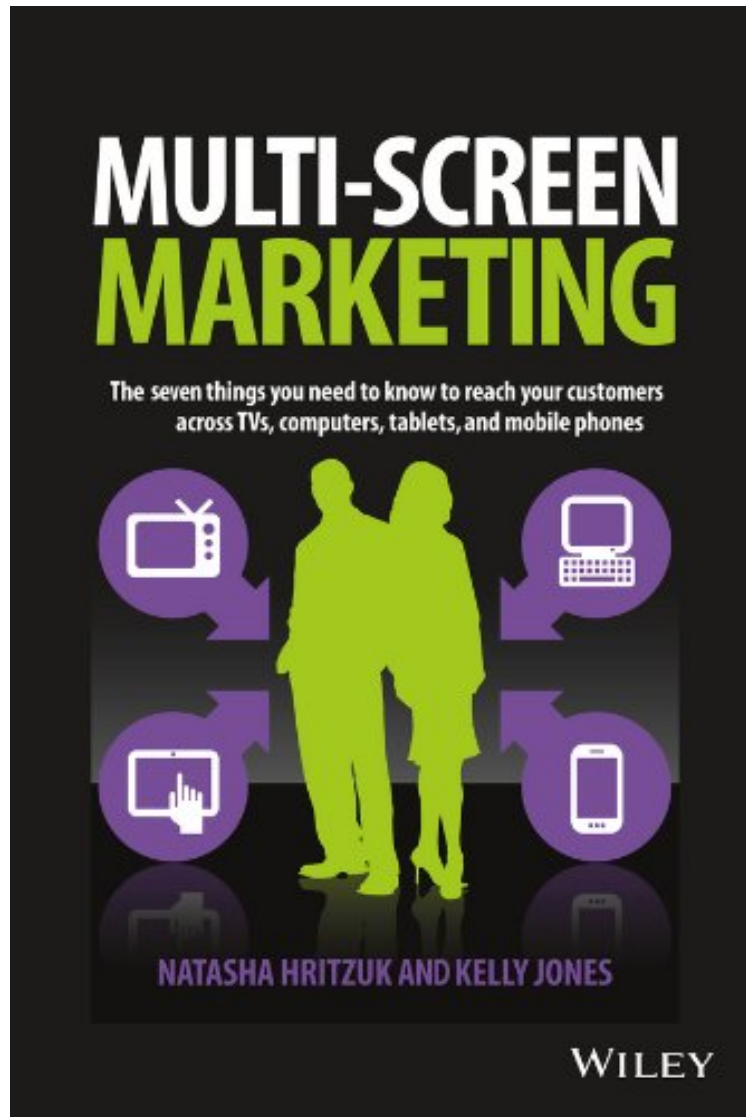


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# Multiscreen Marketing: The Seven Things You Need to Know to Reach Your Customers across TVs, Computers, Tablets, and Mobile Phones

*Natasha Hritzuk, Kelly Jones*

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**Natasha Hritzuk, Kelly Jones : Multiscreen Marketing: The Seven Things You Need to Know to Reach Your Customers across TVs, Computers, Tablets, and Mobile Phones** before purchasing it in order to gage whether or not it would be worth my time, and all praised Multiscreen Marketing: The Seven Things You Need to Know to Reach Your Customers across TVs, Computers, Tablets, and Mobile Phones:

0 of 0 people found the following review helpful. Five StarsBy RVGvery complete understanding of multi-screen0 of 0 people found the following review helpful. Five StarsBy Mark NewlanderExcellent book!

Simplify your multi-screen marketing by putting consumers at the center of your strategy The rise of the digital age means that consumers have unprecedented access to information and they're no longer interested in a "one size fits all screens" experience. Multi-screen Marketing: The Seven Things You Need to Know to Reach Your Customers Across TVs, Computers, Tablets, and Mobile Phones is a comprehensive guide to understanding the multi-screen consumer. Written by thought leaders from Microsoft's Advertising Division, the book identifies what drives consumer behavior across devices and digital platforms ndash; sequentially, simultaneously, at home, at work and everywhere in between. The underlying concept is that marketers need to move beyond a technology feature-obsessed approach where a device's capabilities dictate one's marketing plan, and instead, focus on the underlying needs and motivations of their customers. This approach can help marketers simplify their strategy, while enabling them to leverage the right screen with the right message in the right moment. Companies are learning that using the same legacy television advertising and content across all digital media will not help them break through the clutter. To truly take advantage of the unprecedented opportunity served up by the multi-screen world, the authors show how bringing consumers firmly back into focus will ultimately deliver more value for marketers. Readers will learn how to tailor their approach to most effectively reach their customers through the following multi-screen pathways: Content Grazing ndash; uses 2+ screens for unrelated content Quantum ndash; transitions sequential activity from one screen to another Investigative Spider-Webbing ndash; views related content on 2+ screens Social Spider-Webbing ndash; sharing and connecting with others on 2+ screens The book includes new research and data exploring how and why consumers navigate across screens as well as real-world examples of consumer-centric multi-screen marketing from companies of all sizes embracing the change. For marketers looking to remain effective in the digital age, Multi-screen Marketing: The Seven Things You Need to Know to Reach Your Customers Across TVs, Computers, Tablets, and Mobile Phones explains how a consumer-centric multi-screen strategy not only simplifies an overly complex and constantly changing marketing landscape, but leads to multi-screen campaigns that connect consumers to brands in meaningful, enduring ways.

From the Inside FlapFamilies are no longer clustered around the TV during prime time. People can decide when, where, and what to viewmdash;from traditional television to short form video and social sharingmdash;and they often do so simultaneously on more than one screen. If the way people interact with media is different from person to person and from device to device, why should marketing messages stay static? They shouldn't. That's why two digital marketing experts from Microsoft Advertising have written Multi-Screen Marketing. Through their research at Microsoft, Natasha Hritzuk and Kelly Jones have discovered that when marketers focus on the "why" behind consumer behavior, they are able to simplify an increasingly complex marketing environment. By understanding why consumers engage in multi-screen behavior, readers can begin to understand both where to place their marketing dollars and how to create messages with the most impact. As the digital world becomes more integrated with the physical world, people are discovering the benefit of using different screens, simultaneously or in succession, for different purposes. Smartphones, tablets, laptops, and TV screens each act as a unique window into our lives. Multi-Screen Marketing explains that savvy users have the power to completely customize the experience of daily life. Trends, research, and experience couldn't be more clear: This personalized experience is what customers want, and advertisers can harness multi-screen behaviors to efficiently target consumer needs. The question is: How. The new paradigm in marketing is to be everywhere customers are and deliver messaging that flows across devices, but making this happen is easier said than done. In Multi-Screen Marketing, the concepts, behaviors, and techniques that businesses need to know are presented in detail and supported by real-world examples. This book takes readers from broad strategy through to different ways to think about measuring the new generation of campaigns. When all is said and done, Multi-Screen Marketing presents a vision of a future where complexity is diminished by putting consumers at the center, enabling a more rewarding way of engaging your customers than ever before.

From the Back CoverA consumer-centric approach to multi-screen marketing What is a typical consumer doing right now? There's a decent chance that the answer involves at least one screen. She might be browsing her favorite shopping sites on her tablet, group chatting with friends on her smartphone, or watching the morning weather report on TV. Throw in a handful of apps running in the background, and the result is a new set of opportunities to reach people where they're spending their time. But with these opportunities come significant challenges for marketers. The purpose of advertising is to reach people, not devices. For many businesses, the difference is still obscure, but this book shows that customer-centered multi-screen marketing is absolutely essential for capturing audience attention. A goldmine of research-based advice from the people at Microsoft Advertising, Multi-Screen Marketing will get businesses and consumers back on the same page. A whole new outlook on digital marketing emerges from the practical ideas presented in this book. Natasha Hritzuk and Kelly Jones show readers how multi-screen marketing really works, with examples in detailed case studies from advertisers who have made lasting connections with

consumers in the digital world. When people have the power to choose their media experiences, it is essential to deliver the right content at the right moment. The average marketer is completely bewildered by the multi-screen environment, with no concept of how important it is to create integrated, needs-based campaigns. Through the examples in *Multi-Screen Marketing*, readers get a firsthand look into the cutting edge techniques that innovative advertisers are using to reach their customers. In the multi-screen era, there is no such thing as average. This book is the perfect way for marketing professionals in any field to transcend "one size fits all" in order to meet the needs of their customers and subsequently gain more business value.

**About the Author**  
**NATASHA HRITZUK** leads the Global Consumer Insights Team at Microsoft, focused on Thought Leadership, Campaign Measurement and Product Insights. Prior to Microsoft, Natasha led Consumer Insights at General Mills U.K. Natasha has a PhD in Political Behavior from Columbia University.  
**KELLY JONES** leads the global Thought Leadership research program within the Consumer Insights group at Microsoft. Her award-winning work has fueled thought leadership publications, keynote speeches, and marketing campaigns.