

(Get free) Multichannel Marketing Ecosystems: Creating Connected Customer Experiences

Multichannel Marketing Ecosystems: Creating Connected Customer Experiences

Markus Staring;hlberg, Ville Maila
audiobook / *ebooks / Download PDF / ePub / DOC



 Download

 Read Online

#1676946 in eBooks 2013-11-03 2013-11-03 File Name: B00FYYTRQ0 | File size: 44.Mb

Markus Staring;hlberg, Ville Maila : Multichannel Marketing Ecosystems: Creating Connected Customer Experiences before purchasing it in order to gauge whether or not it would be worth my time, and all praised Multichannel Marketing Ecosystems: Creating Connected Customer Experiences:

1 of 1 people found the following review helpful. Required reading for tomorrow's marketersBy Otto ZappatoreA thoughtful and actionable book about the shift from a single TV-centric path to a multichannel interactive ecosystem which puts digital technology at the heart of every brand and every marketing campaign. 32 chapters, well written by

some of the leading practitioners of digital marketing today.

With dramatic changes in consumer behaviour - from online shopping to the influence of social media - marketers are finding it harder than ever to coordinate, prioritize and integrate the latest interactive channels into their overall brand-building strategy. Despite hard evidence showing the importance of digital marketing, the emphasis often remains on traditional media, with the most common social media channels being used without centralized coordination or integration with a wider marketing and branding campaign. *Multi-Channel Marketing Ecosystems* examines a fundamental game changer for the entire marketing industry - the seismic shift from a single TV-centric path to a multi-channel interactive ecosystem which puts digital technology at the heart of every campaign. With separate chapters on the remaking of marketing, the rise of the digital brand, conversion optimization, m-commerce, searchability in a multi-channel world and predictive marketing, *Multi-Channel Marketing Ecosystems* shows how marketers and brand managers can react positively to changes in consumer behaviour, building customer responses and loyalty via the full spectrum of digital media.

"[V]ery interesting nuggets of insight and advice...Being open minded about the authors' perspectives on [the topics] gives the reader a very valuable peek behind the curtain of how marketing can be conducted much more effectively."-- Hagen Wenzek, Freestyle Consulting "Journal of Digital and Social Media Marketing "About the Author *Multi-Channel Marketing Ecosystems* is a collection of articles written by 35 individual contributors from around the world, edited by Markus Stahlberg and Ville Maila. Markus is the CEO of Phenomena Group Ltd, and Ville is the Planning Director. Phenomena group was the first shopper marketing company to be founded in Europe. It is the global leader in shopper promotions, and operates in over 40 countries. They are also the editors and co-authors of *Shopper Marketing* (Kogan Page, 2012).