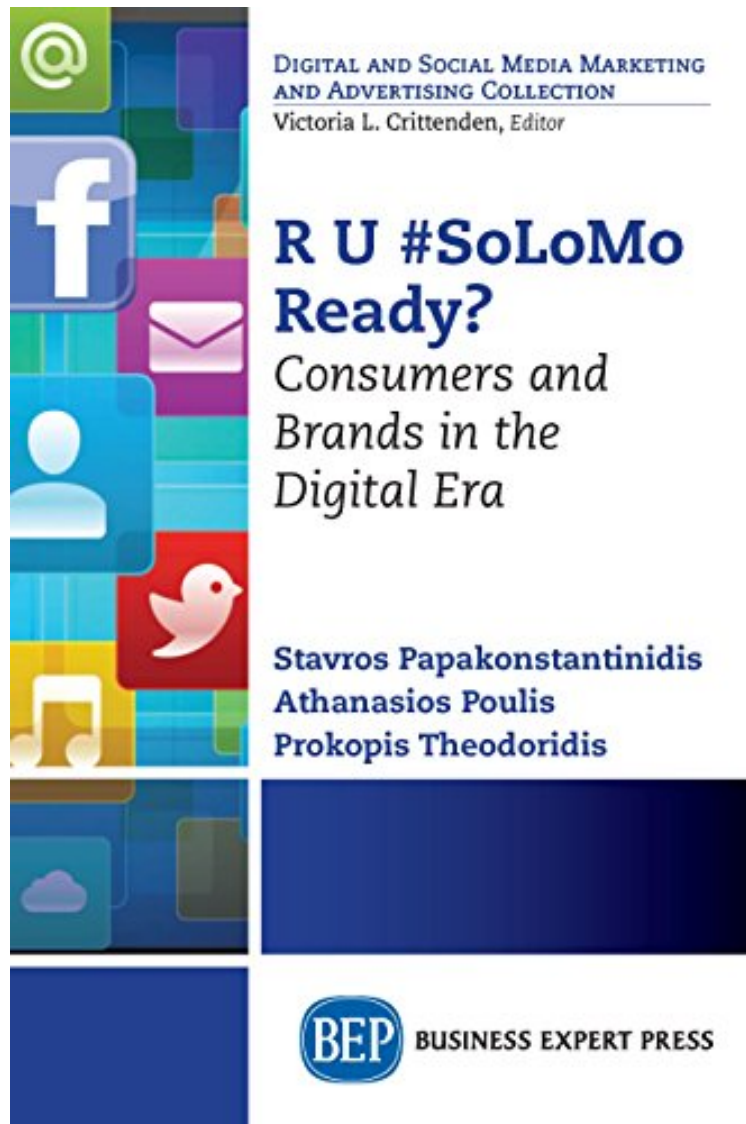


R U #SoLoMo Ready?: Consumers and Brands in the Digital Era

Stavros Papakonstantinidis, Athanasios Poulis, Prokopis Theodoridis

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Stavros Papakonstantinidis, Athanasios Poulis, Prokopis Theodoridis : R U #SoLoMo Ready?: Consumers and Brands in the Digital Era before purchasing it in order to gage whether or not it would be worth my time, and all praised R U #SoLoMo Ready?: Consumers and Brands in the Digital Era:

In today's highly cluttered digital marketing environment there is a great need for marketers to fully comprehend a new breed of consumers. This book introduces the rising trend of SoLoMo consumers who embrace an omnichannel

marketing approach. Consumers are rapidly moving between channels and platforms, which is why marketers are finding it so difficult to implement an integrated marketing strategy. Today's consumers can check into a store with the use of a geolocation service (Foursquare), redeem an offer that is available, and share their comment on that platform. Then immediately they can post an update on their Facebook timeline, referencing the retailer's page. SoLoMo consumers have three basic characteristics: SOcial media engagement, LOcal findability, and smartphone MObility. The authors conceptualize this new marketing approach, and provide examples to illustrate the case. The SoLoMo phenomenon has completely changed the way marketers need to operate their campaigns, from the way they conceive of their relationship with the customer to the way they design and operate campaigns.

About the Author Stavros Papakonstantinidis is an assistant professor at the American University of Middle East in Kuwait and professional trainer and CIM certified tutor of digital marketing. He received his doctorate in social sciences at the University of Leicester, UK, his MSc in communications from Ithaca College (Cornell University), and his BA in communication mass media from SUNY New Paltz. Athanasios Poulis is a senior lecturer at the University of Brighton. He earned his PhD in marketing from Athens University of Economics and Business and his MBA from Stirling University of Scotland. He has been a consultant in branding and social media campaigns in various sectors for the last 10 years. Prokopis Theodoridis is the assistant professor of marketing at the Department of Business Administration of Food and Agricultural Enterprises of the University of Patras. He received his PhD from Athens University of Economics and Business and his MSc in marketing from University of Stirling, UK.