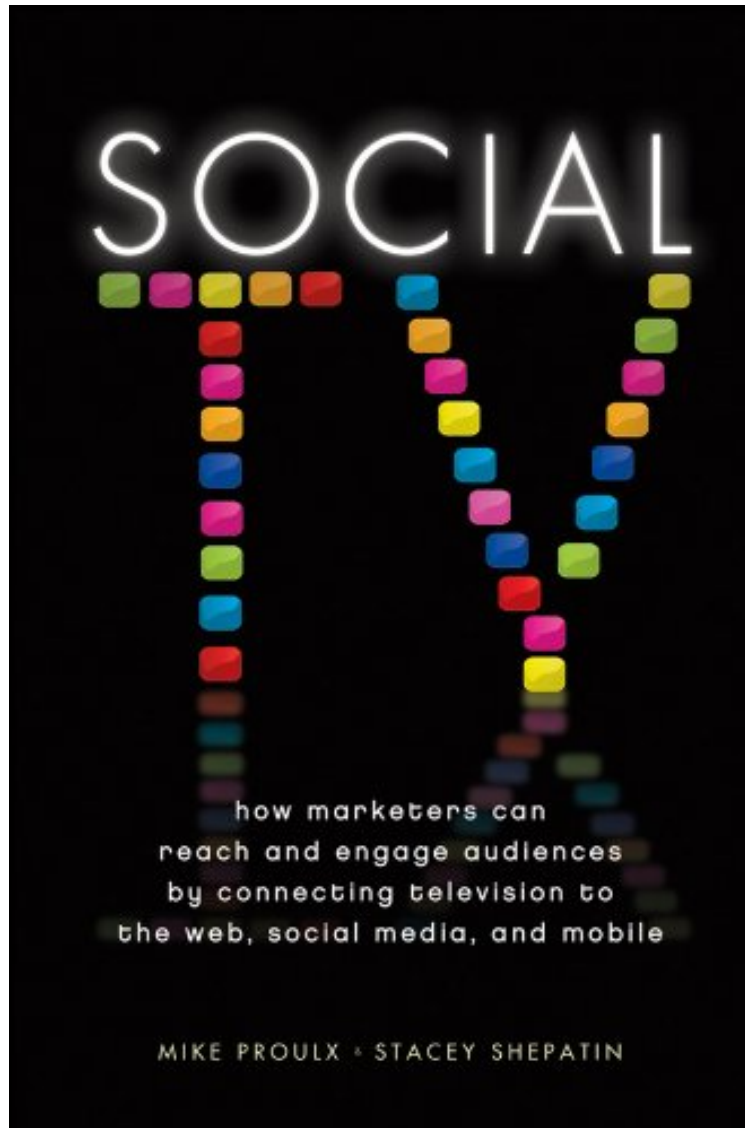


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## Social TV: How Marketers Can Reach and Engage Audiences by Connecting Television to the Web, Social Media, and Mobile

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orientedBy R. ManghnaniGood to understand how the broadcast Tv landscape is changing and the many directions it could move into. Read this book on a Kindle or as a ebook and not a physical book. That way you get to immediately access a lot of supplementary content on the web through links at e end of each chapter. if you are not in the USA then a lot of the content will be alien to you as lots of the "Connected apps" are not available on iOS or Android for non-US ips. Though at the end of the book you will be left with more questions an any clear cut answers. that's something which the authors also emphasise.0 of 0 people found the following review helpful. Social TV - An insightful journeyBy joThis was a well-written and comprehensive journey of how TV and the concept of TV has evolved as a medium for connecting to an audience. It clearly documented how various overlays of technology have changed the interaction for both the creators and the users. The format was brilliant with a recap/recommendation at the end of each chapter as well as a QR code that continued to more information online. A great education.Social TV: How Marketers Can Reach and Engage Audiences by Connecting Television to the Web, Social Media, and Mobile0 of 0 people found the following review helpful. Pretty usefulBy AlbertThe book covers only US use casesIt would be great to see more from Europe, Asia and Latin countries.But anyway I would recommend this book to ones who starts to build their own startup in TV-related area.Thanks a lot to authors of the book!

The Internet didn't kill TV! It has become its best friend. Americans are watching more television than ever before, and wersquo;re engaging online at the same time wersquo;re tuning in. Social media has created a new and powerful ldquo;backchannelrdquo;, fueling the renaissance of live broadcasts. Mobile and tablet devices allow us to watch and experience television whenever and wherever we want. And ldquo;connected TVsrdquo; blend web and television content into a unified big screen experience bringing us back into our living rooms. Social TV examines the changing (and complex) television landscape and helps brands navigate its many emerging and exciting marketing and advertising opportunities. Social TV topics include: Leveraging the ldquo;second screenrdquo; to drive synched and deeper brand engagement Using social ratings analytics tools to find and target lean-forward audiences Aligning brand messaging to content as it travels time-shifted across devices Determining the best strategy to approach marketing via connected TVs Employing addressable TV advertising to maximize content relevancy Testing and learning from the most cutting-edge emerging TV innovations The rise of one technology doesn't always mean the end of another. Discover how this convergence has created new marketing opportunities for your brand.

.com From the Authors: Tips for Taking Advantage of the Connected TV Space Take Action: Connected TVs There are a number of ways for your brand to take advantage of the connected TV space. The following are a few points we especially want to underscore: 1. Match the message to the audience. The user base of connected TV devices can vary widely. You must be careful, for example, not to run creative targeted at women on a primarily male-dominated platform. Approach this space with the mind-set that each connected TV solution is a unique opportunity and assess it accordingly. 2. Emphasize the ldquo;connectedrdquo; part. Although the word ldquo;TVrdquo; appears in ldquo;connected TV,rdquo; you are doing yourself and your audience a disservice if you simply run traditional TV commercials. Design your creative with engagement and interactivity in mind. This is the real power that comes from the convergence of television and the Web. 3. Make it your own. An app on a connected TV is a bit like a channel on traditional TV. If your brand has compelling content to share in a consistent serial format, consider creating your own channel that can appear (through partnership integrations) across a variety of connected TV devices.