



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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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 – 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 – uses 2+ screens for unrelated content
- Quantum – transitions sequential activity from one screen to another
- Investigative Spider-Webbing – views related content on 2+ screens
- Social Spider-Webbing – 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.

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