



Multichannel Marketing Ecosystems: Creating Connected Customer Experiences

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With dramatic changes in consumer behavior – 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. With the emergence of the truly interactive consumer, marketers need to scrap the traditional TV-centric strategies and build their own multichannel ecosystems centered around digital channels and supported by traditional media.

Multichannel Marketing Ecosystems examines a fundamental game changer for the entire marketing industry – the seismic shift from a single TV-centric path to an interactive multichannel ecosystem that puts digital technology at the core of marketing strategy. With separate chapters on the remaking of marketing, the rise of the digital brand, conversion optimization, m-commerce, searchability in a multichannel world and predictive marketing, this book shows how marketers and brand managers can react positively to changes in consumer behavior, building customer responses and loyalty via the full spectrum of digital media.

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