



Multichannel Marketing Ecosystems: Creating Connected Customer Experiences

Markus Ståhlberg, Ville Maila

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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.

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