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# **THE THIRD SCREEN**

## **Marketing to Your Customers in a World Gone Mobile**

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**CHUCK MARTIN** is the CEO of The Mobile Future Institute and Director of the Center of Media Research at MediaPost Communications Inc. He specializes in market analysis of the intentions of media buyers and planners. Mr. Martin is a former vice president of IBM where he ran a division which was responsible for delivering business strategy solutions to the media industry. He is the author of seven books including *The Digital Estate*, *Net Future* and *Max e-Marketing in the Net Future*.

The Web site for this book is at [www.ThirdScreenRevolution.com](http://www.ThirdScreenRevolution.com).

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**MAIN IDEA**

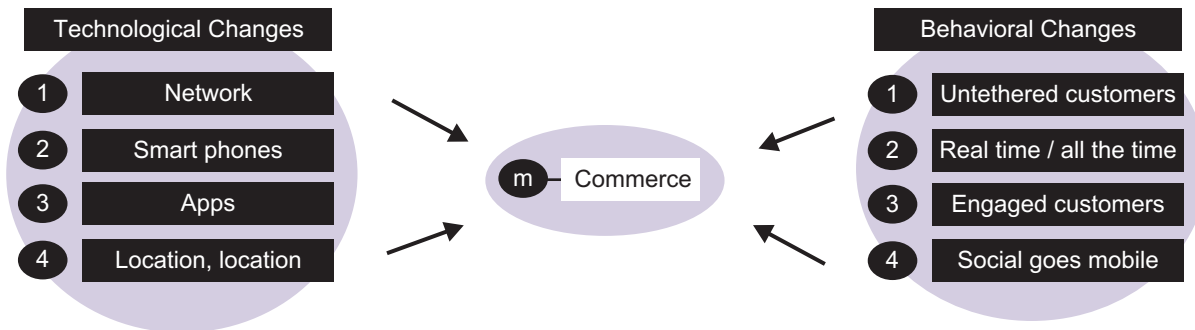
- The first screen to revolutionize the way marketers reached consumers was the television – where carefully crafted and tested messages could be delivered to millions simultaneously. Consumers “leaned back” in their chairs while watching TV. This one-way marketing or one-to-many broadcasting put the marketer in the driver’s seat.
- The second screen, personal computers, allowed customers to interact with companies selling them goods and services. Instead of leaning back, consumers “leaned forward” in their chairs as they gave feedback. This was the era of participatory marketing. Consumers gained power because they could tap into networks of information about products and services.
- Today, a third screen is coming into prominence in marketing – the mobile device, often a smartphone – and this has the potential to be a game changer. Why? Customers can communicate easily with each other and share information and opinions in real time and at the point of purchase. This requires fully interactive “pull it forward” style marketing. The challenge and opportunity for marketers is to become part of these m-Commerce conversations and to add value to them.

*“Mobile is a game changer: m-Commerce is not just about using the phone to pay for something, it is about revolutionizing the entire buying process, from product research all the way through transaction, based on location. With mobile, marketing can be hyperlocal, that is, concerned with a specific, targeted geographic area. Serving the specific needs of users when and where those needs arise is what m-Commerce is all about. Mobile marketing involves much more than providing coupons and discounts. It’s about committing to interactions with your customers when and where they choose and defining the future of your brand in the mobile environment.”*

– Chuck Martin

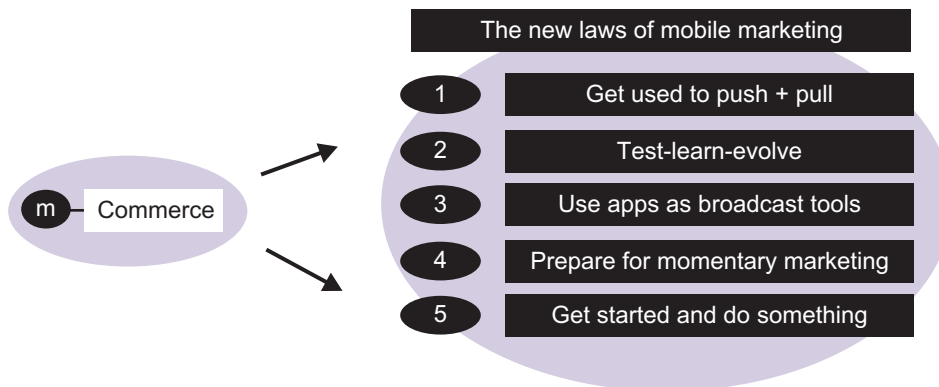
**How mobile marketing came about . . . . . Pages 2 - 5**

Mobile marketing or “m-Commerce” has arisen because of two separate and yet far reaching changes in the marketplace – new technology has come together which makes m-Commerce feasible and at the same time consumers are behaving differently because of these new tools. To understand m-Commerce, first you need to get up to speed with changes in both of these areas.



**Where mobile marketing will head tomorrow . . . . . Pages 6 - 8**

Much of the technology required for m-Commerce has been in development for many years but it is here now. Consumers, who became used to interacting with the brands they liked in the Web-era, are now actively using mobile technology and capabilities to make buying decisions. The lesson for marketers is simple and direct: adapt to m-Commerce and use it to your advantage or get left behind.



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