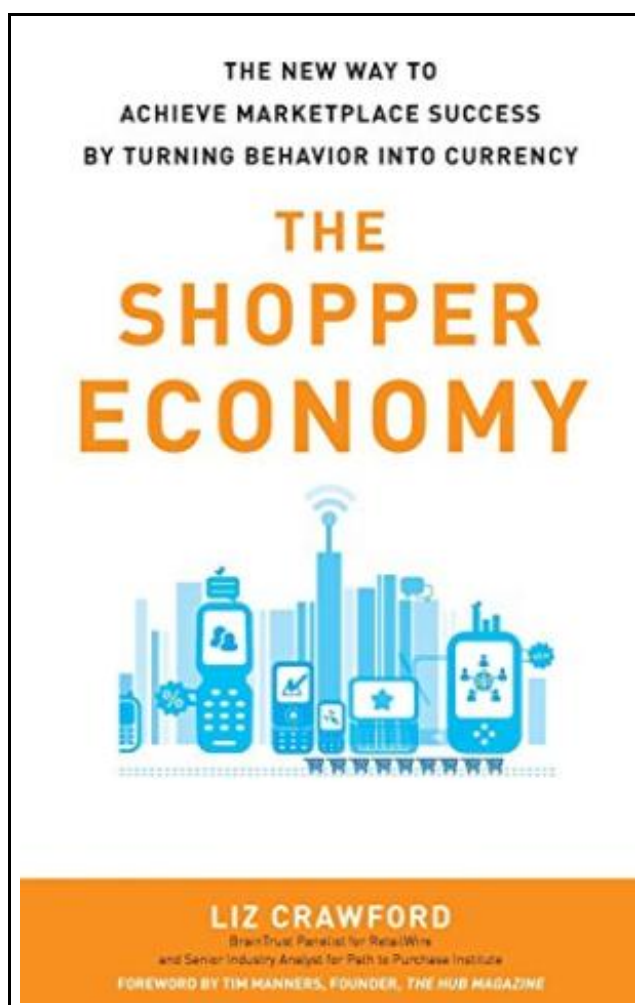


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THE SHOPPER ECONOMY: THE NEW WAY TO ACHIEVE MARKETPLACE SUCCESS BY TURNING BEHAVIOR INTO CURRENCY (HARDBACK)



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McGraw-Hill Education - Europe, United States, 2012. Hardback. Book Condition: New. 224 x 142 mm. Language: English . Brand New Book. GET READY FOR THE AGE OF SHOPPER MARKETING Consumers today are armed with a wealth of content--price comparisons, reviews, and even online inventory data--and this is good news for marketers, because these tools empower consumers, making them into shoppers who are more willing than ever to interact with your brand .but for a price. The value of these shoppers attention is soaring, and The Shopper Economy gives you the framework for capturing and monetizing this valuable commodity. Liz Crawford, a leading marketing innovator and consumer behavior analyst, gives a fast-paced and comprehensive look at how the unprecedented availability of information is a boon to brands, because it lets shoppers perform the labor of marketing when they watch and share ads, recommend products, and interact with brands and each other. Crawford presents interviews with marketers and shoppers, and case studies of how brands like 7-Eleven, Carnival Cruises, and Kia are using Shopkick, foursquare, and other platforms to stay ahead of accelerating changes in consumer empowerment by encouraging and rewarding everyday activities--entering a store, messaging, recommending, Liking, playing, and more. From these examples you will learn how to Accurately measure and assess the value of shoppers activities Translate the four key shopper behaviors--attention, participation, advocacy, and loyalty--into Shopper Currency, real and virtual rewards that have measurable value to buyers and sellers Improve your business s ROI in shopper marketing by avoiding activity-foractivity s- sake and other common pitfalls Align your brand more seamlessly with your shoppers own personal brands The Shopper Economy provides you with a high-level strategy that makes every shopper interaction a valuable transaction. It offers invaluable insights about today s rapidly evolving marketing landscape and proven solutions for how your brand...

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