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“Insightful... Anyone interested in the evolution of consumer behavior and the adoption of new technologies will appreciate the clarity of Martin’s prose and the breadth of his vision.”

– Publishers Weekly

**THE THIRD SCREEN:
Marketing to Your Customers in a World Gone Mobile**

By Chuck Martin

A new breed of customer has emerged—and they’re in charge. The smartphone has enabled consumers to be plugged in, always on, and completely in control in a way that changes the fundamental assumptions of marketing and customer service. Businesses have already adjusted to reaching consumers in the digital world, but connecting with them in a mobile world requires a new set of principles and best practices.

In **THE THIRD SCREEN: *Marketing to Your Customers in a World Gone Mobile* (Nicholas Brealey Publishing; hardcover; May 16, 2011)**, Chuck Martin—CEO of Mobile Future Institute and Director of the Center for Media Research at MediaPost Communications—offers a roadmap that will help companies understand both *why* and *how* to interact with customers through mobile platforms. Through original research and interviews with industry leaders, Martin offers an overview of the mobile landscape—the mobile startups, the businesses that leverage those services, and the “m-powered” customers. What’s more, he offers a horizontal view of the ways companies can connect with customers in the space—from simple text messaging campaigns to sophisticated location-based marketing, and everything in between.

The first screen—the television—allowed companies to send ads directly to consumers’ living rooms, reaching millions with well-crafted and tested messages as the consumers maintained a passive role. The second screen—the personal computer—allowed companies to interactively communicate with and sell to consumers, easily gaining customer feedback. The third screen—the mobile device—changes the rules entirely by creating a completely “untethered consumer,” free from the constraints of traditional broadcast or online communication, who can search on the move and share information with other customers in real time. Marketers and businesspeople who don’t understand the “untethered consumer” risk becoming obsolete.

In **THE THIRD SCREEN**, Martin issues a warning: “Consumers are in the driver’s seat, and they’re moving ahead at great speed,” he says. “Businesses that test and learn along with the consumer will be amply rewarded. Those that take a wait-and-see approach will have a hard time catching up.”

The challenge for marketers, Martin explains, is to decide the best way to interact on the consumer’s terms and to define the future of their brand in the mobile environment. In the book, Martin offers insight into a number of aspects of the third screen revolution, including:

- The characteristics of the untethered customer – and what they mean for your company
- Questions to ask yourself before you go mobile
- The key steps to developing a mobile strategy
- Three hallmarks of a successful app
- How to connect with customers through location-based marketing

THE THIRD SCREEN also includes case studies of mobile marketing leaders, such as how PepsiCo, ING Direct, and Lexus have partnered with mobile start-ups like Foursquare, ScrollMotion, and Crisp Wireless to change the face of marketing as we know it.

Going beyond a mere exploration of the technological advances that are being made in the field of m-commerce, Martin lays out the new laws of mobile marketing in full, equipping managers, chief marketing executives, and business owners looking to connect with their customers with the full range of mobile marketing options.

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By Chuck Martin
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About Chuck Martin

Chuck Martin has been a leader in the digital interactive marketplace for more than a decade. He was early and accurate in predicting the Web revolution, and is now forecasting a new revolution, this time in mobile. As a digital pioneer, researcher, and public speaker, he has his finger on the pulse of the mobile marketplace. Martin is CEO and founder of The Mobile Future Institute and director of the Center for Media Research at MediaPost Communications.

The Mobile Future Institute is a U.S.-based think tank that focuses on business strategies and marketing tactics for a world gone mobile, delving into how, when, and where marketers should best interact with mobile customers. The Institute and Martin are in the forefront of mobile research, exploring how the untethered consumer is on the move, on location, and how marketers can most effectively reach them in this new digital landscape.

At the Center for Media Research at MediaPost Communications, Martin conducts and markets original research for media, marketing, and advertising professionals. The Center provides a dependable source of insight to help media professionals identify trends and patterns in traditional and online advertising. Martin also is the brand manager for MediaPost's Mobile Insider Summits, held at Lake Tahoe and Florida.

Martin is a former vice president of IBM, where he ran a division responsible for business strategy solutions in the media industry, including publishers and advertising agencies. He is a *New York Times* business bestselling author of numerous books, including *The Digital Estate*, *Net Future*, and *Max-e-Marketing in the Net Future* (co-author). Martin was the founding Publisher of *Interactive Age*, the first publication to launch in-print and on the Web simultaneously and was associate publisher at *Information Week*. Martin has been editor-in-chief of four national magazines and a journalist at five daily newspapers.

He is a highly sought-after speaker, represented by the leading speakers' bureaus. He is former host of a daily business technology show and he has appeared on CNN, CNBC, Fox Business, ABC News Now, and regularly appears on television and numerous radio shows around the country.

Advance Praise for **THE THIRD SCREEN** and Chuck Martin

“Our mobile devices are indispensable digital co-pilots, which is why the third screen is fast becoming the most important screen. If you want to stay relevant to your customers as they go about their lives, apply the lessons from this book.”

— **Don Tapscott, author/co-author of more than fourteen books, including the bestseller *Wikinomics* and his latest, *Macrowikinomics***

“Chuck Martin has more than all the facts. He has the soul of the idea. *The Third Screen* is thoughtful and valuable.”

— **Chris Brogan, President, Human Business Works and co-author of *Trust Agents***

“*The Third Screen* describes a clear power shift where the customer is in charge—and that companies must do their best to reach them on their terms. Using detailed case studies, Chuck Martin shows readers how to develop a mobile marketing strategy that will really work. Don't wait: Get copies for your team today.”

— **Charlene Li, bestselling author of *Groundswell* and *Open Leadership***

“A fascinating and eye-opening view of the mobile landscape and what companies must do to survive there.”

— **Josh Koppel, co-founder ScrollMotion, leading mobile platform developer**

“In today's mobile environment, smartphones and tablets have become ubiquitous around the globe. In *The Third Screen*, Chuck Martin engages the reader with important details relating to how the untethered consumer, m-commerce, and the entire mobile revolution are changing the game for marketers and what they need to do to make sure their organizations survive and prosper in this ever-changing and evolving marketplace.”

— **Kent Huffman, Chief Marketing Officer at BearCom Wireless and co-publisher of *Social Media Marketing Magazine***

“Mobile is the ultimate social device. And if big and small brands don't understand how to engage their customers there, they risk extinction. *The Third Screen* is a must-have for any company looking to develop an effective mobile strategy, one that will drive customers to become brand champions.”

— **Julie Roehm, Marketing Strategy Consultant**

“Marketing is ever-changing, and *The Third Screen* mirrors the future of marketing. If you are new to mobile, this book makes sure you get it right!”

— **Jeffrey Hayzlett, bestselling author of *The Mirror Test*, *CMO Cowboy***

An Interview with Chuck Martin, Author of THE THIRD SCREEN

Q: Technological advances occur all the time. What distinguishes the smartphone as the game-changer among other developments?

A: There are two key factors here. One is the sheer magnitude of the reach of this revolution. It is global in nature, reaching every corner of the earth. There already are more than five billion cell phones in use globally and the migration to smartphones is clear. So installed base is the first issue. The other factor is behavioral, in that smartphone technology allows and causes people to act differently. The smartphone adds the dimensions of time and location to the traditional metrics of supply and demand. This dramatic change puts the in-motion consumer more in control of when, where and how they will act, becoming what we call the m-powered consumer.

Q: What makes a “mobile innovator”?

A: The innovators — and there are many — are the companies that comprise the mobile industry, which is creating the mobile platforms and capabilities for businesses to better serve the m-powered consumer. These companies are everywhere; some have been around for several years and others are relatively new. But in many cases, they are well ahead of businesses that don't yet realize they need to get more involved in providing access to their products and services through the third screen. Their customers are ahead of some of these businesses and the mobile innovators are there to help them catch up.

Q: How did you begin the research process for this project?

A: It started some time ago when we identified the new capabilities made available through smartphones and the potential for how people could adapt and use these features in the future. We started by researching and speaking with leaders of companies in the mobile industry and then with the leading-edge businesses that “get” mobile. They are creating and testing new ways to interact with their customers through the third screen and innovative mobile marketing.

Q: How can younger/smaller companies use THE THIRD SCREEN to catch up with more seasoned competitors?

A: Mobile innovation is coming in businesses of all sizes. In the book, we highlight the innovation across a wide range of markets. By seeing what others are doing, smaller companies can glean how to adapt the mobile approaches of the mobile leaders for their own organizations. In many ways, smaller companies have an advantage since they can move faster without large infrastructures and modify mobile marketing as they test and learn, which we thoroughly describe in *The Third Screen*.

Q: How does inbound marketing factor into this new mobile climate?

A: Mobile is inherently a pull as opposed to a push vehicle. This means that businesses will be challenged to reach mobile customers on the traditional timeframe of the business, as in the broadcast world. In traditional marketing, for example, a marketer could send out a message on their timeframe, such as by TV or radio commercials or print or online advertising. The customer would receive those messages when the marketers wanted to send them. In the mobile environment, the customer, on location and often in motion, reaches into desired companies at the moment that they want the information. It might be while they are shopping and want immediate product information or while they're waiting for a train or bus and have a few extra minutes – or even just seconds – and want specific information at that moment. The change for businesses is that they will have to adapt to this mobile pull, to be able to serve the mobile customer at precisely the moment the customer asks.

Q: What would you highlight as the most important strategy to execute in the world of m-commerce?

A: The key is to determine what the customers of any given business are doing with their mobile phones and what they plan to do in the future. For example, if the primary mobile phones used by the majority of customers of a business are iPhones, the approach would be different than if those customers were using phones running the Android operating system, BlackBerry, or even regular cell phones.

Q: Do you predict there will be a fourth screen in the future?

A: While there are tablets and netbooks, nothing approaches the magnitude, scope and reach of the third screen.

Q: How will this new climate affect the relationship between marketer and consumer?

A: Since the third screen is up close and highly personal, the relationship between marketer and consumer will be different. The marketer, once invited in, will have to be highly respectful of the relationship and provide constant value to the consumer, or they risk being instantly deleted from the conversation.

Q: How has your personal business experience helped reveal the need for this new approach?

A: As a researcher, running the Mobile Future Institute, directing the efforts of the Center for Media Research at MediaPost Communication, being in the midst of all things digital, and being at many digital marketing conferences, summits and mobile meetings, as well as regular meetings with various businesses, we have been 'living mobile' for some time. Many in the mobile industry see this revolution the same way and understand how big it is going to be. And because of my involvement in mobile, the need for information about how businesses should succeed in mobile became apparent.

Q: What behavior changes define the "untethered consumer"?

A: The untethered consumer is freed from the constraints of awaiting a broadcast message or any form of traditional online communication from a company. These post-PC consumers are on the move, and are willing and able to use their always-on, mobile technology to interact with each other, and with providers of the products and services they seek.

Q: Are there any marketing tactics that will remain essential and unchanging despite technological developments?

A: While marketing is still about a process to create and deliver value to customers, mobile allows it to be done more efficiently and in a more targeted and intimate manner. So while the overall mission is essentially the same, the manner in which businesses interact with mobile consumers, based on where they are and what they are doing at any given moment, will be forever changed.

In marketing materials and at trade conferences, anonymity is a major selling point — key to allaying concerns over such invasive monitoring. To evaluate the companies' claims, we turned most of our attention to identifying people in positions of power. With the help of publicly available information, like home addresses, we easily identified and then tracked scores of notables. Location data is also collected and shared alongside a mobile advertising ID, a supposedly anonymous identifier about 30 digits long that allows advertisers and other businesses to tie activity together across apps. The ID is also used to combine location trails with other information like your name, home address, email, phone number or even an identifier tied to your Wi-Fi network. *The Third Screen: Marketing to Your Customers in a World Gone Mobile*. Nicholas Brealey Publishing. pp. 8–13. ISBN 9781857885644. Excerpts available at Google Books. ^ "McClatchy-backed car venture launches national TV campaign". *Sacramento Business Journal*. May 3, 2004. Retrieved 2013-07-24. ^ "Cars.com Spins Off From Parent TEGNA, Goes Through IPO". *Search Marketing Daily*. MediaPost Publications. Retrieved 5 May 2017. ^ "McLean-based Tegna spins off Cars.com". *WTOP*. Retrieved 5 May 2017. I just can't find a good reason to waste my day in a classroom studying physics or citizenship or Buddhism. I could learn them in the library. Phil, the head of year eleven, will bollock me for it tomorrow, if I go in. I'll tell Phil the truth, it was my Dad's birthday and I spent it with him. There are a lot of people in the world who have chosen charity as their main mission in life. One of the most famous missionaries was Mother Teresa. She lived the hard life of the poor alongside them; she knew how it felt sleeping on hard floors and living on dirty streets. And because she was experiencing — what the people she was helping were going through, she so effectively knew how to give.