

HOW A SCREEN WORLD

HAS CHANGED THE WAY
WE LIVE, SHOP, AND BUY
-And Why Your Marketing
Needs to Also!

Understanding the 4 SCREEN WORLD We Live In

We're in the middle of technological revolution in terms of how people access information. Not long ago, there was really only one screen to consume brand messaging, the almighty television. The "second screen" came along in the 70s and 80s in the form of the personal computer, and has since evolved to become a common and powerful form of media consumption, due largely to the internet.

In recent years we've seen the third and fourth screens become increasingly more prevalent in our day to day lives. And by third and fourth screens we're talking of the seemingly ever present tablet and smartphone. Here are some [facts that illustrate the rising prevalence of the four screens](#):

- 37% of consumers now own a combination of smartphones, laptops/desktops, and tablets.
- 61% are now shopping for a TV and expect to buy a connected TV
- 89% watch long form video on connected devices
- 87% use more than one device at a time, with the smartphone as the most frequent companion device
- 33% of 14-17 year olds are choosing to watch movies on a screen other than the TV
- 26% of those same young adults prefer to watch sports on a screen other than TV

The four screen world is not just changing the way programming is consumed, it's changing the way we live, shop, and buy. In this eBook, we'll explain how each of the different mediums is evolving in the four screen world, and why your marketing needs to keep pace with the latest trends and developments if you want to stay competitive.

First, let's take a look at how each of the screens is changing the way we live, shop, and buy. By the end you'll know exactly why your marketing needs to change along with the four screen world. Let's get started!

1. Television

For the Baby Boomer generation, it was all about flipping the TV on in the morning to stay informed with a daily dose of news before work or taking the kids to school. Things are much different in today's four screen world. It's more common for someone to grab their smartphone before the remote control, first thing in the morning to scroll through their social media feed, emails, and calendar for the day. After that, sure, we'll turn the TV on. Except now we'll have our favorite pre-programmed channel about news, finance, sports or whatever our specific area of interest is. The four screen world hasn't eliminated television, in fact quite the opposite. TV now has the power to enhance our digital experience more than ever in combination with new technologies.



How Television Has Changed the Way We Live

Television is by far the oldest medium of the four screens, and arguably still the most powerful. TV is a traditional, familiar medium that's widely used as an entertainment option across all segments of the population. Over the years, television has changed the way we live in many aspects. Thanks to television, we're now more informed than ever about world events, exposed to different worldviews than our own, and able to access multiple forms of entertainment. However, television is an evolving medium, and continues to change the way we live in different ways than before. For example, the TV is increasingly [a control and information hub for connected homes](#). People can now monitor security, adjust the temperature, and watch their children in a separate room, thanks to the latest advances in television.

How Television Has Changed the Way We Shop

With television, consumers have another outlet for information regarding various products and services. Television advertising also reaches audiences that are actively engaged in watching specific programming. Over the years, television has been particularly effective at keeping shoppers in the know about upcoming specials and sales. On Black Friday, for example, you're able to broadcast information about whether or not your store will be open, any changes in store hours, and when exactly your holiday sales will get underway.

How Television Has Changed the Way We Buy

In today's world, when people see a product or service on television that interests them, they immediately reach for one of their other screens to continue their research. Shoppers will then begin to research, comparing quality and pricing with similar products and services. Consumers now also have access to multiple review sites, and will search for the same product for the cheapest possible price. In fact, many television commercials today don't even advertise a phone number because odds are you're not going to call directly, instead you'll start researching right away. So does this phenomenon drive more online sales? As online shopping and four screen searches increase, so will online shopping driven by television.

2. Smartphones

Smartphones are now almost an extension of us, something we rely on from morning and through the workday. We'll make calls, send messages on the go, and maybe even pay bills on a mobile banking app. As we wind down, likely we'll lay in bed with the TV on and charge our smartphones on the nightstand. Maybe we'll stream a movie, shop on Amazon or do some reading on a tablet before falling asleep. But more than likely we'll pick up the smartphone for one last scan of emails, messages, and social media before calling it a night. In these, and so many other ways, smartphones have truly revolutionized our lifestyles in the modern era.



How Smartphones Have Changed the Way We Live

You'd be hard-pressed to find someone whose life hasn't been changed by smartphones in recent years. The small size and convenience of smartphones (much more so than tablets) gives consumers access to information wherever and whenever. Smartphones also allow people to document occasions in real-time by taking pictures or video, and sharing those moments instantaneously. [Here are some statistics](#) about what exactly consumers are using smartphones for:

- 62% of smartphone owners have used their phone in the past year to research a health condition
- 57% have used their smartphone to do online banking
- 44% have looked up real estate listings or other information about housing
- 43% looked up information about getting a job
- 40% looked up government services
- 30% researched a class or educational content
- 18% actually submitted a job application

How Smartphones Have Changed the Way We Shop

With smartphones, shoppers can now simply reach into their pocket and start researching product and pricing information on the go. They can then call or email the business at a moment's notice. Here are some interesting facts about these new, [so-called "smart customers"](#):

- 22% of Americans 18 and older say their mobile device usage makes them shop in stores more often
- 70% regularly use a smartphone or tablet
- Customers that regularly use mobile devices convert at a 40% higher rate

How Smartphones Have Changed the Way We Buy

The popularity of smartphones has created a ubiquitous culture of instant gratification. Not only do shoppers want information to be easily found, they want it to be provided in an easily digestible format. Smartphones have made shoppers less patient. They now expect the checkout process to be quick and easy, abandoning their cart if there are too many steps. A whopping [55% of in-store shoppers now use their smartphones](#) at some point when making a buying decision, with 71% of all shoppers using their smartphones to conduct in-store research of products (a majority aged between 30-44 years.)

3. Personal Computers

If you're like most Americans these days, you probably show up to an office to work and log into either a PC or laptop to get things done. Sure you'll check your smartphone for messages on break, have the TV on in the background or maybe even (discreetly) stream the ball game on your tablet. PCs still reign supreme for productivity as much as they do for leisure. We take our laptops to the coffee shop to work or study. Surfing the web during breaks, shopping online, and paying bills are all common things that we easily accomplish on our PCs throughout the day, making them an integral part of the four screen experience.



How PCs Have Changed the Way We Live

The rise of the computer and laptop revolutionized the amount of information people have access to and subsequently how we live our lives. From productivity to data storage to communications advances, the personal computer unleashed the power of technology in every office and household. The laptop even took that leap a step further, allowing for portability and access to information, independent of location.

How PCs Have Changed the Way We Shop

With PCs, shoppers now have the ability to research different prices and reviews from a number of different sellers, selling the same product. This has shifted the power from the seller into the buyer's hand. In fact, 36% of consumers [spend more than 30 minutes](#) comparison shopping before making a decision on purchasing a commodity product; 65% spend more than 16 minutes doing so.

How PCs Have Changed the Way We Buy

PCs have effectively made shoppers more concerned with finding the best price over anything else. For this reason, brand loyalty amongst consumers has dwindled. PCs have also changed our level of expectations from companies. They now expect information on products to be instantaneous, along with a high level of customer service and perks like discounted or free shipping. In this on-demand, [“power of now” environment](#), consumers are more focused on the small digital moments along their buying journey as opposed to one “big moment” such as a single TV commercial.

4. Tablets

Maybe you had a few ideas about what to make for dinner during your workday but didn't get a chance to look up a recipe. What many of us do now is turn on the TV before heading to the kitchen, and use a tablet to research a recipe on Pinterest, for example. You'll then have the recipe easily displayed in your kitchen as you cook. These are the kinds of conveniences tablets are useful for in our daily lives. While you're cooking, you might then decide to video chat for a few minutes with your parents or grandparents while the water is boiling. After that you'll maybe watch some video clips or even stream a sporting event while you cook and eat. And if you're a super-multitasker, you can even check messages on your smartphone the entire time. The size, ease of use, and versatility makes tablets a transformative element in the way we live.



How Tablets Have Changed the Way We Live

As the so-called “third screen”, tablets have helped bridge the gap between PCs and smartphones. More so than smartphones, tablets are increasingly used for streaming video content and even watching live television. Consumers making purchases on tablets — “t-commerce” — is another emerging trend to watch. Recent research has found that almost [three-quarters of tablet owners](#) have made an online purchase on their tablet or plan to do so in the near future. The [top age and gender demographics for t-commerce](#) shoppers are as follows:

- Males aged 29-45 with a college degree or above, minimum income of \$75,000 and preference for checking email on tablets when outside of the office
- Females aged 35-50 that are college graduates, employed full or part time and likely married with children
- Females aged 16-30 who are recently graduated from college or starting their careers, active on social media, and likely to spend time playing games on their tablet

How Tablets Have Changed the Way We Shop

The screen size of tablets has drastically changed the way people shop online, and presents a huge opportunity for mobile commerce. The enlarged screen size and type of device create a easier and more convenient avenue for consumers to research and purchase products. For example, [Apple’s new iPad Pro is the largest iPad tablet ever](#) created and has state-of-the-art resolution that makes the t-commerce experience even that much more seamless and immersive.

How Tablets Have Changed the Way We Buy

One of the major innovations that tablets have brought to consumers is the ease of checkout for online shoppers, due mainly to large screen size and user-friendly interfaces. [Tablets are also revolutionizing the in-store, retail experience](#), with stores increasingly utilizing tablets as their POS systems. Displaying ads on tablets in retail stores also saves businesses from having to put up in-store signage, while still having a compelling, and colorful, ad experience for customers.

How Your Marketing Needs to Change in the 4 SCREEN WORLD

So how exactly does your marketing need to change in order to adapt and succeed in a four screen world? If you take only one thing away from this eBook it should be this: think mobile first! All of your marketing absolutely needs to be optimized for mobile. Beyond basic mobile compatibility, your marketing needs to have a user-friendly interface with a responsive design.

You can also target mobile and tablet users specifically through other screens, such as television. As a marketer, you know that your audience will have their phone in hand, so think about what you want them to search for as they watch your ad on TV. What do you think your ad will make them research? Ford and Chevy are now integrating personal mobile pop-up campaigns with their television ads, for example. This ties into how important it is to reach the right customers with the right products at the right time. A side effect of the four screen world is that customers now expect to be marketed to with the relevant offerings at a convenient time. A one-size-fits-all approach to mass marketing now wears thin on consumers.

Marketers adapting to the four screen world will also create content and provide value to their customers up front. The concept of brand loyalty is eroding quickly, and advertisers need to provide information that instills trust in the company and positions themselves as industry leaders. This is where content marketing and thought leadership can either make or break your marketing efforts in the four screen world. If those efforts provide value to the consumer and manage to keep them engaged, you're well on the way to success.

One of the big opportunities of the four screen world is the ability to reach your target audience on a more personal and emotional level. The message a person sees on television may lead them to search and experience your brand on their other devices. Successful marketers will have the buyer's journey mapped out intelligently, so that each screen helps your brand tap into customers' emotions.

Finally, your advertising experience on each screen should contain a specific, clear, and actionable next step. This is where a strong call-to-action comes into play. Make sure it's obvious and easy for customers to visit your website, sign up for a newsletter, or register for an event.

This should provide you with plenty of reasons why your marketing needs to shift along with the four screen world. Television, personal computers, tablets, and smartphones have all changed the way we live, shop, and buy in their own incredible — and sometimes challenging — ways. By adopting some of the strategies mentioned in this eBook, such as focusing on mobile and providing valuable content, you'll put your business in a good position to prosper in the four screen world of today.

Need help developing a marketing strategy that will reach your consumers in the four screen world?

Contact us today for a free marketing consultation or to learn more.