The NEW Marketing Mix

Overview: From Limitations To Imagination!

Part 1: 12:45-1:45

Strategies: Examples Of Tech, Tools, And Ideas

Part 2: 2:00-4:00
The Tidal Wave Of Tech, Devices, Discoveries & Data Means:

Reinvent
More Ways To Reimagine, Retool, And Reinvent Your Marketing, Products, Business, And Your Career

New & NEXT
Focus On What’s Coming Next, What You Will Do Next, And Always Bringing Your Career To The #NextLevel
The New Marketing Mix Is Applicable No Matter:

**Size**
Whether Your Department And Budgets Are Small Or Large.

**Role**
Whether Your Role Is In Continuing Ed Or Communications.

**Tech Applies To All Roles!**

**Size**
Whether Your Department And Budgets Are Small Or Large.

**It’s A Time Of “Can” Not Can’t!**
The NEW Marketing Mix

PART 1: Overview

From Limitations To Imagination!
The NEW Marketing Mix:
Permanent Tech Revolution Gives Rise To A Modern-Day Renaissance

NEW Marketing Media
NEW Marketing Channels
NEW Marketing Tools
NEW Customer Touchpoints
From Limitations . . .

Marketers Have Forever Been Limited To How, When, And Where They Can Reach Their Target Customers

. . . To Imagination

Next-Gen Technologies Enable Executives To Access And Engage Their Audiences In A Multitude Of Exciting New Ways!
NO-MO-PHOBIA!

Largest Tech Platform In Human History: 8.6 Billion Devices Globally

Most Used Media: Checked 150-200x Daily

First Screen Worldwide

Phantom Vibrations? (You've Had 'Em, Too!)

Phantom vibration syndrome is the psychological phenomenon where you think you feel your phone vibrate when it hasn't.

In one study, 89% of subjects said they experience this at least once every 2 weeks.

How did you feel when you misplaced your phone?

- 73% Panicked
- 14% Desperate
- 7% Sick
- 6% Relieved

Emojis: The FASTEST Growing Language Of All Time: LINK HERE
What Has Mobile Changed The MOST Of All?

IT’S NOT HOW WE’RE CHANGING TO MOBILE

IT’S HOW MOBILE IS CHANGING US—AND OUR CUSTOMERS

Less Patient!  More Demanding!  Higher Expectations!  Lower Thresholds!  New Behaviors!

Behaviors Not Devices: The Real Revolution Is Us!
New Behaviors Drive New Models

Binge-Watching

#InstaGrat Economy

The Trivial & The Profound
SMS & Text Alerts: A Successful Vehicle To Instantly Dialog With Audiences Through Timely, Valuable Information

Personalized Sports Alerts

90% Of All Texts Are Read Within 3 Minutes of Receipt

She's one smart mom
She's got text4baby

Text BABY to 511411
Get FREE messages on your cell phone to help you through your pregnancy and your baby's first year.

Prenatal & Through Baby's First Year
Augmented Reality ("AR"): The Air All Around Us Is A New Form Of Media

340 billion calories burned
2.8 billion miles walked
97 MILLION POUNDS LOST

Article Here!
Geofencing: Targeting By Strategic Location

Geofencing By Retail Stores

Geotargeting By Products
Beacon technology allows Mobile Devices to “listen” for signals and communicate with user devices through messaging and graphical information.

**HYPER-LOCALIZED Communications**

*Beacons = Proximity*

**Incentives**

**Information**

**Impulse**

**Micro-location contextual targeting**
HYPER-RELEVANT!

CONTEXT NOW DICTATES CONTENT

- Location
- Time (Day/Night)
- Weather
- Traffic
- Devices/Form Factors
- Wait Times/Delays
- Activities
- Preferences
- During Work/Personal Hours
Inanimate Objects Become Lively Marketing Channels

Connecting The Magic Kingdom

Vail: Transform The Existing Ski Pass Into A Connected Device

The Product Sells Itself—Before & After Purchase
<table>
<thead>
<tr>
<th>Specified Locations</th>
<th>Certain Proximities</th>
<th>Entire Venues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reimagining Objects</td>
<td>Revamping Products</td>
<td>Context-Driven</td>
</tr>
</tbody>
</table>

The NEW Marketing Mix
From Limitations To Imagination
The **NEW Marketing Mix**: Permanent Tech Revolution Gives Rise To A Modern-Day Renaissance

**NEW Marketing Media**

**NEW Marketing Channels**

**NEW Marketing Tools**

**NEW Customer Touchpoints**
From Limitations . . .

Marketers Have Forever Been Limited To How, When, And Where They Can Reach Their Target Customers

. . . To Imagination

Next-Gen Technologies Enable Executives To Access And Engage Their Audiences In A Multitude Of Exciting New Ways!
TYVM!
Thank You Very Much!

For Videos, eBooks & Articles Please Visit:
allthingsCK.com
The NEW Marketing Mix

PART 2: Strategies

Examples Of Tech, Tools, And Ideas
**Many New Tech Tools Mean:**

<table>
<thead>
<tr>
<th>Mobile Augmented Reality</th>
<th>Mobile Web Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>QR/2D Barcodes</td>
<td>SMS Alerts &amp; Text Campaigns</td>
</tr>
<tr>
<td>Mobile Advertising</td>
<td>Video &amp; Audio</td>
</tr>
<tr>
<td>Mobile Social Media</td>
<td>Mobile Gamification</td>
</tr>
<tr>
<td>Near-Field Communication (NFC)</td>
<td>Location-Based Marketing</td>
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<tr>
<td>Beacons</td>
<td>Mobile Apps</td>
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</tbody>
</table>

Many Opportunities And Many Choices!
Don’t Get Sidetracked By S.O.S.

Shiny Object Syndrome It Exhausts Budget, Time & Resources

Do Focus On A Strategy

Next-Gen Tools & Touch Points Provide Support For Strategy
1. CUSTOMER JOURNEYS
   - Better, Faster, Easier Customer Journeys Through The New Marketing Mix

2. OPTIMIZING PROGRAMS
   - Optimizing Existing Programs Through The New Marketing Mix

3. DEEPER EXPERIENCES
   - Creating Deepening Customer Experiences Through The New Marketing Mix

3 Strategies We’ll Explore
How Could You Make The Customer Journey Better, Faster, And Easier Through The New Marketing Mix?
PIZZA EMOJI ORDERING

ORDER AHEAD

FRICCTION-FREE BANKING

RE-ENGINEERING RENTING & BUYING
1-Click Ordering

Same-Day Delivery

Custom Recommendations

Order Via Touch Of A (Dash!) Button

Real Person Help . . . In Real Time

Drone Delivery (Planned)

Fire TV Preloads Predictive Movies

Predictive Shipping (In Motion)
Re-Imagining The Customer Journey OFFLINE In The Physical World
OPTIMIZE CURRENT PROGRAMS

How Could You Optimize Your Current Plans & Programs Through The New Marketing Mix?
- Transform long, complex copy & collateral into short video clips
- Feature videos of customer experiences and testimonials
- Produce Video thought leadership and content marketing programs

Energize Communications Through Video
Challenge: Keeping Busy Executives Fit Amid Heavy Travel Schedules

FITNESS THAT FITS INTO YOUR LIFE.

Life is complicated… moving your body should be easy. It’s like holding a gym in your hand. Take it with you when you travel. The 7 minute workout is portable, powerful, and proven.

Mobile Apps

Mobile Solution: An App With Creative & Quick 7-Minute Workouts Done From Anywhere!
SMS Alerts

Anytime-Anywhere Quick Info Across:

- Industry Information
- New Programs
- Promotion Of New Thought Leadership
- Links To Videos, Mobile-Optimized Content
- Can Be Geo-Specific (Geofencing, Beacons)
- Can Be Personalized For Schools & Varying Customer Needs
Deepen Customer Experiences

How Could You Deepen The Customer Experience Through The New Marketing Mix?
IMMERSIVE JOURNALISM
Storytelling’s Most Compelling Media EVER!
Carling Black Label: Give Audiences a DEEPER Way to Engage With Their Passions

SMS & Mobile Site
QUESTION:

While the Internet Gave People Digital Connectivity And Mobile Gave People Constant Connectivity . . . What Has Remained UN-CONNECTED?
From Smartphones To Smart EVERYTHING

The Last 10 Years: Mobile
Connecting PEOPLE

The Next 5 Years: IoT
Connecting THINGS

Taking The Smarts Out Of Smartphones . . .
And Placing Them Into EVERYTHING Else
A World Of Objects That Were Always Dormant And Dumb . . .

Are Becoming Awake, Aware and Smart!
INFUSING COMPUTING + CONNECTIVITY + DATA TRANSMISSION INTO PHYSICAL THINGS TRANSFORMS THEM INTO SMART, CONNECTED, DATA-PRODUCING OBJECTS

Digitizing The PHYSICAL World
FROM THE ORDINARY . . . TO THE EXTRAORDINARY

PARKING FINDS YOU

PILL BOTTLES REMIND YOU

SMART AGRICULTURE

NO LINES. NO CHECKOUT. (NO, SERIOUSLY.)

LINES ARE A THING OF THE PAST

SMART PILLS REPLACE PROCEDURES

MOLECULAR SENSOR MAKES US ALL SMART!
From A Digital Internet . . .
To A Physical Outernet

From Billions Of Mobile Devices . . .
To TRILLIONS Of Sensor-Laden Things

From Social Media Producing Big Data
From Billions Of People . . .
To IoT Producing MASSIVE DATA
From Trillions of Things

From Fixating On The Web To The Web Focusing On Us!
IoT Marks The First Time That Technology Changes The VERY NATURE OF THINGS

There’s Barely An Object That Exists That’s Value Cannot Be Improved By Making It Connected And Smart!
Where Mobile Has Made Constant Connectivity Between People The Norm...

IoT Will Make Constant Connections Between People, Companies And Products The Norm
Think About How Much Just 1 Smart Device Has Changed Your Life & Work . . .

To Smart EVERYTHING!

Can We Even Truly Imagine The Enormity Of Impact When All Things Are Smart?
TYVM!
Thank You Very Much!

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