



Instant Isn't Fast Enough: 3 Things You Need to Know About the Future of Tech

Feb 26 By: Hannah Kinisky

Earlier this month, Christina “CK” Kerley, a tech innovation speaker and expert stopped by the Ad Council to share her insights on next generation technology, and how it can help us to inspire change

and improve lives. **We learned a lot, but here are my 3 favorite takeaways.**

1. When it comes to tech, instant isn't fast enough



#InstaGrat (or instant gratification) is the new normal. Why wait in line at Starbucks when you can order ahead? Two-day delivery? Not fast enough. Forget about trying to hail a cab; with a couple taps, an Uber is on its way to you. But what happens when even **instant** begins to feel slow?

Introducing...*predictive technology*.

Soon, your phone will place your Starbucks order for you on your way out the door. Amazon will be able to anticipate your next purchase, and it will be shipped to a warehouse near you in advance for quicker delivery when you've placed the order. As CK says, the new Real Time is *ahead* of time.

What does that mean for us?

As our audiences' expectations change, social good marketers need to be ahead of the trends to keep people engaged and interested in important issues. The great news is that predictive technology is rich with opportunities for surprise and delight; it can help us switch our focus from *responding* to audiences' needs to *anticipating* those needs in advance.

2. Context matters



As our world speeds up, **hyper-relevance** becomes more important than ever. That means that we need to be able to deliver the right message at the right moment on the right device...or miss important opportunities for engagement. While we're used to considering factors like location and time of day, there are other contextual factors we should be thinking about like traffic patterns, weather, wait times, personal preferences, and special events.

What does that mean for us?

Expanding our definition of context can help social good marketers interact with our audience in a more meaningful, impactful way. Every New Yorker taking a cab or an Uber home from work during rush hour is looking at their phone, but most of us commuting by subway won't have Wifi until that train ride is over (although hopefully that will change soon). Technology that can analyze these multiple contextual factors such as personal preferences, location, and time, and then adjust messaging accordingly, can help us reach our audience when they're ready to be engaged.

3. Smart everything is the new smart phone



The last decade has been all about mobile technology connecting people to people. The next decade will be about **smart everything**—you’ve heard this referred to as the *internet of things* (or IOT), and it is going to create intelligence everywhere by **connecting things**. Cars could communicate with traffic lights and parking spots, eliminating traffic jams and 30-minute searches for a place to park. We’re already seeing this with lightbulbs and thermostats that turn themselves on and off based on your location and time of day.

What does that mean for us?

For social good marketers, IOT means more places, moments, and touch points to reach an audience. It means that someone could point their phone (or watch or smart glasses) at a [Shelter Pet Project](#) billboard and be directed to animal shelters in their neighborhood, or that your empty water bottle could alert you when you approach a public recycling bin.

If you want to learn more about next generation tech and what it means for your organization, visit CK’s website at allthingsck.com.