

IoT MARKETING

See Videos Of CK In Action!



More Marketing Impact At More Points, Places, And Moments Within The Customer Journey

The Internet of Things (IoT) is transforming our physical world into digital's newest frontier—and ushering in a brilliant new universe of marketing possibilities.

Through IoT, companies can produce more impact, at more points, places, and moments throughout the customer journey.

Places can be converted into a series of new touchpoints. Proximity becomes a powerful new personalization tool. And products can be turned into dynamic new marketing channels that are capable of—literally!—selling themselves.

Moreover, critical moments—both pre- and post-purchase—become ripe new opportunities to provide customers with hyper-relevant information, and incentives.

Through IoT's new mix of marketing tools, marketers can rethink, reimagine—and reinvent!—how they interact with their customers in more meaningful ways.

Because marketing becomes precise. Messaging becomes personal. And campaigns become contextual: dictated by where customers are, what they need, and which device they are using.

Whereas mobile has made constant connectivity between people the norm—IoT will make constant connections between people, companies, and products the new normal.

In this high-energy, highly interactive session, innovation speaker and futurist Christina “CK” Kerley opens audiences’ eyes to IoT’s new universe of marketing possibilities and showcases how these ingenious new tools empower them to rethink, reimagine—and reinvent!—the entire customer journey.



Through This Session, CK Explores:

- Introduction to IoT's tech, reach and impact
- IoT's new universe of marketing channels, touchpoints & tools
- B2B and B2C ideas for marketers to leverage: products, places, proximities, and key moments to capture customers
- Case examples of IoT marketing strategies, programs, and campaigns

Browse All Of CK's 12+ Speech Topics!

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Rave Reviews:
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What Companies Say About CK:

Watch Videos Of CK In Action!



CK changes the energy level of a room...
and it only gets better as she speaks! 

CK's content, style, passion,
and performance are bar none! 

By the end of CK's energetic, engaging
speech, everyone is thinking, "How do
I make this happen in MY business?" 

CK's insights, incredible energy
and contagious passion gives
marketers the guidance they need 

CK's passion and humor is
beyond compare—she really takes
innovating your business to heart 

An exceptional speaker, I hung
on CK's every word as she made
complex technical concepts
accessible to everyone! 

With humor and high energy,
CK easily transfers her passion
for innovation to her audience 

CK never just "brings it" . . .
she has a way of bringing it BEYOND!



An engaging speaker who makes
everyone feel connected,
inspired and thirsting for more 

Memorable and forward-thinking,
CK captures the true spirit of innovation 
Association of National Advertisers

A rare presenter that meets
the needs of those that are new
to tech and those with experience 

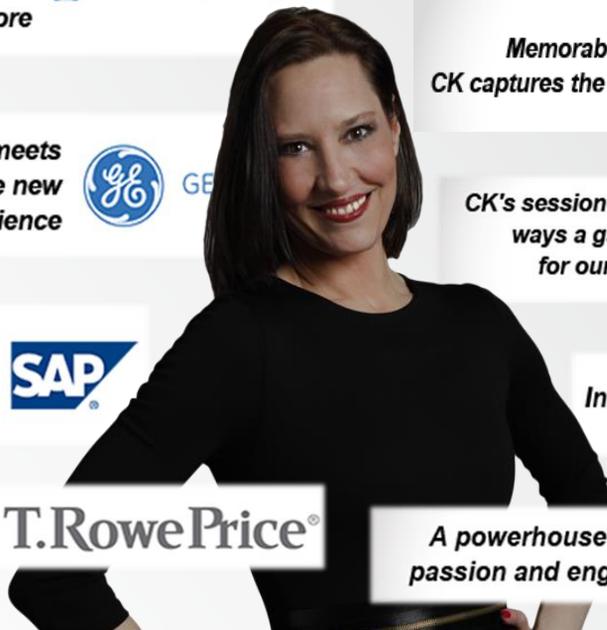
CK's session was in many
ways a game-changer
for our future plans 
DEPARTMENT OF PUBLIC INFORMATION

One of the most-gifted
presenters I have ever seen 

Incredibly informative
and entertaining 

CK has a gift ...
we were all mesmerized! 

A powerhouse of knowledge,
passion and engaging delivery 



Christina "CK" Kerley

The Next BIG Things In Next-Gen Tech

allthingsCK.com