

THE NEW MARKETING MIX

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A Modern-Day Tech Renaissance Gives Rise To The NEW Marketing Mix

Marketing is undergoing a spectacular renaissance.

Whereas opportunities for customer interactions have always been fixed and finite... they are now becoming fluid and (nearly) infinite. Age-old paradigms are being completely upended. And next-gen technologies are eliminating long-standing constraints—leaving today's marketers limited only to their imaginations.

Welcome to The New Marketing Mix: a game-changing suite of new media, channels, touchpoints, and tools.

With mobile, content not only becomes more convenient, but far more contextual—as companies are now able to hyper-personalize messaging and deliver it at highly precise moments, places, and proximities within each customer's journey.

Through the Internet of Things we can breathe life into lifeless objects, and convert our inanimate products into dynamic new marketing channels that become capable of—literally!—selling themselves.

Augmented Reality enables us to turn the air all around us into an ingenious new layer of mass media through which to provide helpful information and incentives.

And Virtual Reality empowers us to transform our static 2D ads that merely “show and tell” into fully immersive 3D simulations that audiences can experience and feel.

Artificial Intelligence is moving us from apps that demand more actions from our users to algorithms that enable their devices to do more for them. Moreover, the Next-Gen Web is breaking out of the box—and outside of our screens!—into an exciting new ecosystem of interactive devices, displays, interfaces, products, and platforms.

Big Data provides us with precious insights across a wealth of customer preferences, permitting us to provide individualized recommendations, programs, and products for our valued audiences.

Even the very foundation upon which marketing was built—that of *servicing* our customers' wants and needs—is being rebooted. Now, through predictive tech, we can *anticipate* and act on our customers' needs AHEAD of time. Welcome to marketing's modern-day renaissance.

The NEW Marketing Mix



New Media, Channels, Touchpoints, & Tools

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In This Session, Attendees Learn:

- The 10+ next-gen technologies powering the NEW Marketing Mix
- Ideas for instituting next-gen tech to craft deeper customer experiences, solve customer problems, and architect programs that improve our customers' lives
- B2B and B2C case examples of companies instituting these new tools and touch points

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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 

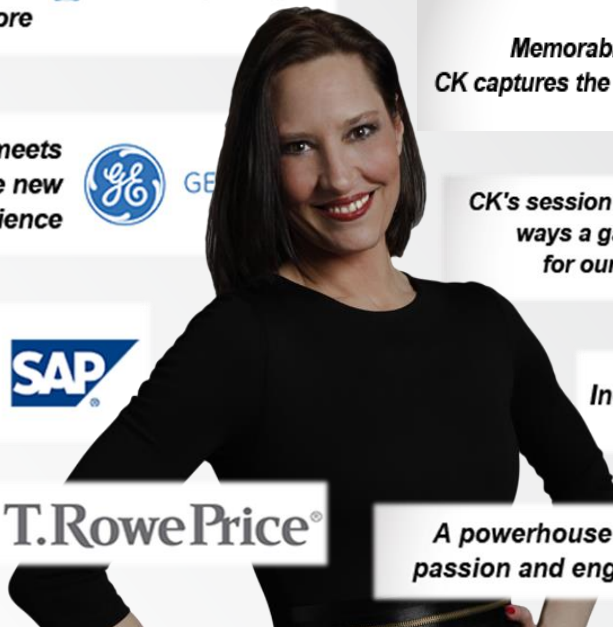
CK's session was in many
ways a game-changer
for our future plans 
DEPARTMENT OF PUBLIC INFORMATION

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

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