

THE NEW MARKETING MIX



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 *serving* 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

Christina "CK" Kerley: allthingsCK.com

©2016 Christina "CK" Kerley. All Rights Reserved

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

Browse All Of CK's 12+ Speech Topics!

Visit: allthingsCK.com

Read CK's
Rave Reviews:
See Page 2

[Watch Videos Of CK In Action!](#)

What Companies Say About CK:

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



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

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

AVAYA

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

 Microsoft

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

WYNDHAM
WORLDWIDE

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

 NOVARTIS

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

Ad
Council

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

 **Ameritrade**

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



Bristol-Myers Squibb

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

ANA
Association of National Advertisers

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



GE

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

UNITED NATIONS
DEPARTMENT OF PUBLIC INFORMATION

One of the most-gifted presenters I have ever seen

SAP

Incredibly informative and entertaining

 CISCO

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

T.RowePrice

A powerhouse of knowledge, passion and engaging delivery

 Johnson & Johnson

Christina "CK" Kerley

The Next BIG Things In Next-Gen Tech

allthingsCK.com