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.

Browse All Of CK’s 12+ Speech Topics!
Visit: allthingsCK.com
What Companies Say About CK:

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

By the end of CK’s energetic, engaging speech, everyone is thinking, “How do I make this happen in MY business?” - Panasonic

CK’s passion and humor is beyond compare—she really takes innovating your business to heart - Wyndham Worldwide

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

An engaging speaker who makes everyone feel connected, inspired and thirsting for more - Bristol-Myers Squibb

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

One of the most-gifted presenters I have ever seen - SAP

CK has a gift... we were all mesmerized! - T.Rowe Price

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

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

CK never just “brings it”... she has a way of bringing it BEYOND! - TD Ameritrade

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

CK’s session was in many ways a game-changer for our future plans - United Nations Department of Public Information

Incredibly informative and entertaining - Cisco

A powerhouse of knowledge, passion and engaging delivery - Johnson & Johnson

Christina “CK” Kerley
The Next BIG Things In Next-Gen Tech
allthingsCK.com