Over the past decade we have witnessed a global phenomenon play out before our very eyes. Without rival, with nary a close contender, mobile has set the world ablaze, connected an entire planet, and rightly claimed its heavyweight title: The Master Of All Media — Of All Time.

But while our world is now awash in an array of mobile devices, it’s become acutely clear that the real mobile revolution isn’t about new devices, but new behaviors.

To be sure, this media’s legacy won’t be about how our culture dramatically changed to mobile, but about how mobile dramatically — permanently — changed our culture.

In ways both trivial and profound, mobile has left no area of our lives, and no aspect of our marketing, untouched.

Even our brands, which have always competed against one another for mindshare, now face a formidable new foe in the war for customer attention. . .

Enter The Hyper-Connected Customer: a new breed of app-happy, ad-blocking, screen-hopping, time-shifting, binge-watching, media-streaming, selfie-snapping, emoji-crazed, highly demanding, wholly distracted consumers.

Empowered by anytime-anywhere media, our hyper-connected customers have new values, preferences, and expectations from the brands they buy, buzz, and reward with their attention, and their loyalty.

They want all the world’s goods and services available through the touch of a (mobile!) button. And they expect everything instantly. They demand simplicity. For they will not tolerate complexity. They favor predictive actions taken for them… vs. responsive answers fed to them.

They crave context, not just content. They desire the freedom to move across devices, platforms, and places, with their brands moving in lockstep with them. They value recommendations, services, and products — but only if they are truly personalized to them, and only to them.

Engagement is fine. But deeper experiences are sublime. They seek access over ownership, co-creation over consumption, and much more. Which begs the BIG question:

Your (hyper-connected!) customers have changed … has your marketing?
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?”

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

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The Next BIG Things In Next-Gen Tech
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