

DESTINATION MARKETING 2023



Crisis of Trust

“Right now, one of our worst national problems is a deficit of confidence”

- President George W Bush

The Time They Are A-Changing - Bob Dylan

“We are undergoing a massive change in the way that the world works”

-CMO.com

The Time They Are A-Changing

- Bob Dylan

- Our intuition about the future is linear. But the reality of information technology is exponential, and that makes a profound difference. If I take 30 steps linearly, I get to 30. If I take 30 steps exponentially, I get to a billion.
- Ray Kurzweil

The Time They Are A-Changing - Bob Dylan

40% of Fortune 500 companies today will not exist in 2025

- Deloitte

The Time They Are A-Changing - Bob Dylan

- Big Data
- AI
- Digital interface
- VR/AR
- IOT
- Blockchain

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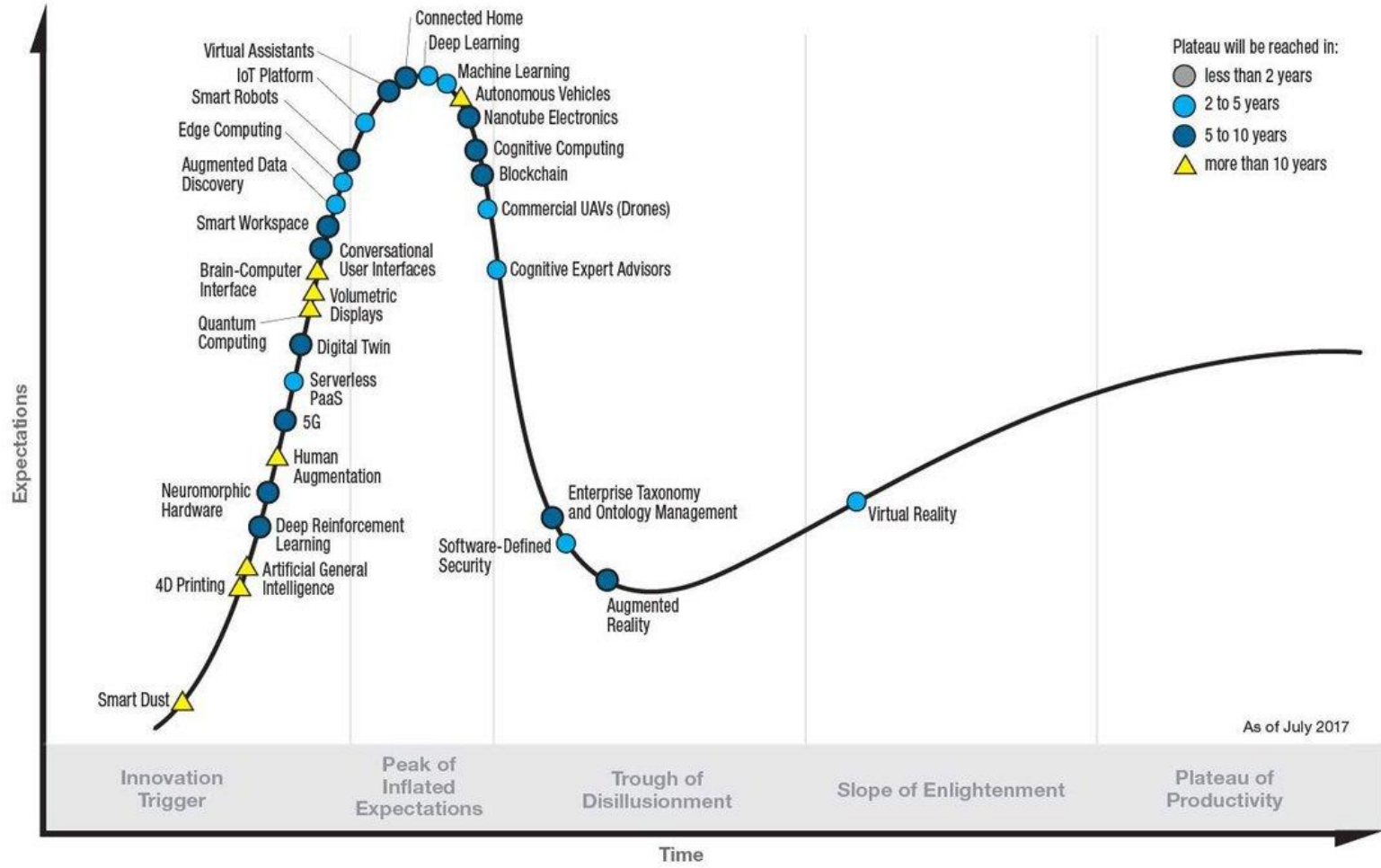
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Gartner Hype Cycle for Emerging Technologies, 2017



gartner.com/SmarterWithGartner

Source: Gartner (July 2017)
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Keys to Marketing Success

- 1 to 1 - Hyper-Personalization Strategy
- Voice Search Strategy
- Add REAL Value to customers
- Build Circles of Trust
- Authenticity

Thank you!

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