

**CONCEPTS +
TECHNOLOGIES**
READY TO IMPACT
THE FUTURE OF
MARKETING

E29
MARKETING

TABLE OF CONTENTS

3 Automation. Analysis. Authenticity.

4 Emerging Technologies That Will Shape the Way Consumers Act

5 1. Offline Influencers Won't Remain Out of Reach for Long

- What Is an Offline Influencer?
 - The Impact of Offline Influence on the Future of Marketing
-

7 2. Marketing Using 360-Video, Augmented and Virtual Reality

- Preparing Brands for Augmented Reality Campaigns
 - Stepping into Virtual Reality
-

9 3. Voice-Activated Search and the Semantic Web

- Optimizing Web Presence for Voice-Activated Search
-

11 4. A Powerful Argument for Integration: The Internet of Things

- Moving Beyond the Marketing Message

13 5. Precognitive Marketing Will Change Advertising Permanently

- Advertising Is a One-Way Conversation. The Future of Marketing Is Not
 - Facial Recognition in Precognitive Marketing
-

15 6. How Blockchain Technology Will Affect the Future of Marketing

- What Is the Blockchain?
 - How Can Blockchain Technology Affect Marketing?
-

17 Applying the 6 Concepts in Real-Life

- A Day in the Life of a Mid-21st Century Consumer
 - Prepare for the Future of Marketing Today
 - Make Marketing Ethics a Priority
-

21 About E29 Marketing

AUTOMATION. ANALYSIS. AUTHENTICITY.

If three words could sum up the future of marketing, it would be hard to find a choice more attuned to the needs and concerns of today's consumer than these "three As". While the internet is still in its adolescence, it has already fundamentally changed the way brands and consumers interact with one another.

In the internet's early days, the mystery and power of the platform was mostly untapped and misunderstood. However, today's forward-thinking marketers have a much clearer understanding of where we're all going, and what technologies will take us there.

Conceptualizing a trajectory between web 1.0 and web 2.0 (remember when online guestbooks were a thing?) gives us a framework for understanding what to expect from web 3.0 when it arrives.

There is no universally accepted cut-off between these different types of internet environments. Instead, they refer to gradually changing user behaviors and expectations. These shifts have powerful implications for the success of marketing campaigns that rely on communication.

If we understand the internet environment we use now as the result of an intersection between consumer behavior and technological capabilities, we can draw compelling conclusions about the future of marketing.

These conclusions all share an intense focus on automation, analysis, and authenticity, expressed through six important technological advances that will reshape the way brands and consumers interact with one another.

EMERGING TECHNOLOGIES THAT WILL SHAPE THE WAY CONSUMERS ACT

We have identified six main technology-driven concepts that will fundamentally change the way marketing works in the near future. All of these concepts represent new and unexplored avenues for marketers to use when developing solutions for their clients.

1. Offline Influencers
2. 360-Video, Augmented and Virtual Reality
3. Voice-Activated Search
4. The Internet of Things
5. Precognitive Marketing
6. Blockchain Technology

All of these concepts are poised to have far-reaching effects on the marketing industry. Beyond transforming the way consumers behave, they will also transform the expectations consumers have. Marketers who want to be prepared for these changes must develop a deep familiarity with these concepts – and how to apply automation, analysis, and authenticity within them – now.

1

OFFLINE INFLUENCERS WON'T REMAIN OUT OF REACH FOR LONG

Influencer marketing is a powerful way to approach large masses of active, involved consumers using social media. The last few years have seen an enormous surge in interest in the online influencer marketplace, especially on Instagram.

However, while social media influencers have greater reach than ever, they are also becoming proportionately less trustworthy as consumers begin to recognize the financial motivations behind sponsored content. The most saturated influencers are actually losing consumer trust because of the sheer volume of their sponsored posts.

This is most evident in high-interest marketing intersections, like the [Instagram fashion influencer space](#). In this market segment, the more popular an influencer gets, the less trust they inspire in individual members of their audience.

If we take this relationship to its logical conclusion, it follows that authoritative influencers with little to no online followings at all will inspire the most trust – and they do.

WHAT IS AN OFFLINE INFLUENCER?

Offline influencers are everywhere.

These are people who carry the weight of authentic influence, usually through some combination of expertise, authority, and position.

One example of an offline influencer is the retail store sales associate. The people staffing your favorite stores don't have huge Instagram followings, but they have more conversations about more products with more people than even the most active online influencers.

According to [ExpertVoice](#), more than 50 percent of retail sales associates say they

could sell between 3 and 10 more products per day if they knew more about the brands they represent. 94 percent of them talk to friends and family about the deals offered in stores during holiday periods.

Service providers like plumbers, electricians, and home appliance installers are offline influencers for their respective industries. Restaurant and bar staff are offline influencers for any product or ingredient on the menu.

Even for a small local brand, the net result of all these conversations taking place on a daily basis is huge. For a national enterprise, it can be several orders of magnitude larger than any online or traditional advertising campaign.

THE IMPACT OF OFFLINE INFLUENCE ON THE FUTURE OF MARKETING

The reason offline influencers are so late to the marketing party is simple. There is no easy way to reach these individuals meaningfully.

As of now, the only way a manufacturer can instill appreciation for a product in a retail store associate is by convincing the retail brand to hold training sessions and presentations. It's simply not cost-effective to

generate a campaign for reaching out to scores of offline influencers en masse – not yet, at least.

Knowing that these individuals hold the highest degree of authenticity when it comes to purchasing decisions, it is only a matter of time before automation and analytics empower brands to communicate with them.

2

MARKETING USING 360-VIDEO, AUGMENTED AND VIRTUAL REALITY

We are in the age of video marketing with emerging technologies pushing forward new ways to communicate to consumers. With 360 cameras becoming more accessible, we have seen an increasing number of brands using this technology as a competitive edge, while seeing higher click through rates and higher engagements.

Mobile and video marketing have been on the rise for quite some time now. 360-video offers the opportunity to build on these trends and allow for visually-focused and highly interactive content. 360-video allows marketers to cut through the noise and gain engaged viewers through exciting content that puts the user in control.

360-video offers the most accessible immersive video experience, which is available across mobile, PCs and VR headsets. 360-video performs best on VR headsets, but is most likely to be used on mobile and by young tech-savvy consumers.

It is important to ensure the video can be branded and entertaining. 360-video can be so immersive consumers may forget that, for example, the car on the racetrack is a Honda and only remember the experience of “riding” around in the racetrack. It is important to remember that in order to reach less tech-savvy consumers, some education on how to interact with 360-video will be needed.

PREPARING BRANDS FOR AUGMENTED REALITY CAMPAIGNS

Augmented reality has already edged its way into the marketing industry, but it is not yet a mature technology. As adoption rates climb steadily upwards, it will present new and innovative opportunities for brands to connect with consumers.

While global brands like [Coca-Cola](#) and [Volkswagen](#) have experimented with augmented reality advertising, their approaches rely on the novelty of the technology rather than the value of the content itself. A better example of how this technology can shape the future of marketing is the mid-2016 success of the Nintendo's mobile game *Pokémon Go*.

The game is its own AR platform, and its popularity led to brand-boosting partnerships with McDonald's, Starbucks, and Sprint, among others.

This is likely to be a trend-setting strategy for tomorrow's marketing campaigns. Much like the way SnapChat introduced AR filters to its user base and then profited off of sponsored versions, so too will brands flock to innovative AR experiences and find ways to make them unique.

The key to augmented reality is showing – not telling – a customer experience in a seamless, personal way.

For a brand to achieve this, it needs to pay close attention to its consumers and to the experiences they expect to enjoy with the products they purchase. Augmented reality gives brands the ability to show consumers what to expect from a product before they purchase it – and to incentivize them to consider trying novel experiences.

The main challenge for augmented reality marketing is creating a personalized experience for each individual user. The data is out there, but marketers need predictive analytics and automation engines to harness that data effectively.

STEPPING INTO VIRTUAL REALITY

Whereas augmented reality enhances real life to show consumers novel experiences, virtual reality immerses them in an entire fictive world.

Right now, virtual reality hardware is prohibitively large and expensive for full-scale marketing adoption in most industries. However, it is already seeing success in big-ticket purchases like [cars](#) and [real estate](#).

The key to harnessing virtual reality in tomorrow's marketing environment is putting the consumer experience first and foremost in your mind. The ability to directly translate experiences into expectations will soon be here, and when it is, the brands most capable of doing so will have the greatest success.

Think beyond entertaining your potential customers and towards personalizing your products for them. Imagine how enhanced or immersive environments can introduce value in purchasing decisions by giving your customers that level of specialized attention.

3

VOICE-ACTIVATED SEARCH AND THE SEMANTIC WEB

Sir Tim Berners-Lee, legendary computer scientist and inventor of the world wide web, sees the development of web 3.0 as a development in [semantic technology](#). Semantics – the discovery and application of meaning through language – are largely absent in today’s web technology and marketing campaigns, but that is changing.

When a user types a keyword into Google, the search engine does not really know what the user is looking for. It merely compares indexed databases of keywords and data gathered by other users’ search queries to find websites that offer the most likely fit.

The application of voice-activated search is part of what will make the semantic web viable, and the effects of this development will ripple throughout the entire marketing industry. Tech pioneers like [Apple, Google, and Amazon](#) are already paving the way there.

OPTIMIZING WEB PRESENCE FOR VOICE-ACTIVATED SEARCH

The biggest change to expect in the near future is in search engine optimization. As more and more people begin to talk to their devices in natural language, brands that rely on web presence will have to offer natural language responses, both in terms of keywords and semantic content.

Until now, the most successful SEO strategy for most brands was to lock down the highest-traffic keywords in a particular industry. Historically, the fight over small high-traffic keywords has defined the success of some of the world's most popular brands, like [Nordstrom beating out Zappos](#) in the footwear industry.

With the advent of voice search, that will no longer be the case. Long-tail keywords are already more valuable than short-tail ones for most businesses. That value will come to dominate the SEO discussion, especially once advances in machine-to-machine interaction take out the legwork required of most consumer decisions.

For example, the tech world is equally awed and concerned by Google's demonstration of its [Duplex technology](#) making real-world phone calls with human beings. In a few short years, the technology behind the Duplex demo will seem rudimentary compared with what

AI-powered digital assistants can do – both for consumers and for the brands they wish to connect with.

Right now, Google Duplex is sufficiently advanced to book an appointment for a haircut. But when the hair salons of the world use their own version of Google Duplex to respond to these queries, the rules of the marketing game will fundamentally change.

With voice-activated semantic search capabilities and two digital assistants that understand natural language – on the consumer's side and on the brand's side, respectively – machine-to-machine communication will be the status quo for SEO.

People who want haircuts will no longer look up local hair salons using a keyword-oriented query like “affordable women's balayage in Chicago, IL.” They will simply say something like, “Hey Siri/Google/Alexa/Cortana, please make me a haircut appointment at 6 o'clock.”

The individual consumer will no longer have agency in the decision of which salon to visit unless he or she chooses to do so. Most people will trust their assistant to find the best one for them, which means that brands will have to radically shift their SEO strategies towards these intermediaries.

4

A POWERFUL ARGUMENT FOR INTEGRATION: **THE INTERNET OF THINGS**

One technology combines the newfound power and measurability of offline influence, the experience-oriented approach of augmented and virtual reality, and the context-driven personalization of voice-activated search. The Internet of Things (IoT) will change the way people interact with their environment in a fundamental way.

So far, IoT technology has proven useful in industrial capacities, such as metering and pricing models for manufacturers, utilities providers, and even [banks](#). But it is the intersection of IoT and retail that will inspire the enthusiasm of creative marketers most.

IoT technology essentially allows any product with a tag to respond to its environment in an adaptive way. A smart products platform could conceivably link tagged in-store products with consumer applications in order to automate the marketing process on a personal level.

Devices with embedded technology – such as smartphones, computers, and home entertainment systems – will be the first to use this approach.

It's easy to imagine a smart TV of the future addressing an individual by name and reminding that person that their favorite program will start in an hour. The fact that this can happen in-store before the customer buys the TV makes it an even more interesting marketing opportunity.

But it won't be long before this type of personalized marketing approach becomes commonplace for nearly every good or service. Soon, the entire retail shopping experience will be an integrated one, with end-to-end optimization occurring through the implementation of dozens of IoT devices.

MOVING BEYOND THE MARKETING MESSAGE

The power of IoT technology gives it greater leverage than simply marketing products to consumers. But the marketing message is still the primary factor contributing to consumers' retail decisions. As a result, we are going to see a greater integration of consumer experiences made possible through IoT.

Real-time adaptive products operating within the context of a comprehensive smart products platform can integrate marketing messages with every other aspect of the consumer experience. Some of the far-reaching effects of this development include:

Logistics Optimization

Flexible logistics and supply chain optimization will let consumers ship and receive products wherever and whenever they want.

Dynamic Product Presentations

A retail store can dynamically change some of the aspects of its products' presentation to meet consumer expectations in real time using augmented reality.

Real-Time Automated Customer Service

A customer in a hardware store may not need to know the exact size of a particular tool needed to complete a home construction project. An IoT device can communicate those details to the store's digital assistance system automatically.

Ultimately, the oncoming IoT revolution is going to alter the goal of marketing. Selling products and services to consumers is going to be a secondary result of the main priority – solving consumer problems using real-time automation.

5

PRECOGNITIVE MARKETING WILL CHANGE ADVERTISING PERMANENTLY

Precognitive marketing is the concept that will unite offline influence, augmented reality, voice-activated search, and the Internet of Things under a single umbrella.

The essential value of precognitive marketing is that, with the right tools and strategy in place, brands can successfully market end-to-end solutions to consumers before they even know they have a problem. Marketing campaign architects will soon be able to gather enough data to assess and identify consumers' problems before the consumers themselves – and craft personalized solutions to match.

This approach will need to use IoT platforms to link news, events, and personal consumer data to build a statistical understanding of individual consumers' needs and then match consumers to the resulting profile. IoT will offer a more pronounced emphasis on the [buyer's journey](#), giving brands the ability to influence consumers based purely on aggregate data frameworks.

ADVERTISING IS A ONE-WAY CONVERSATION.

THE FUTURE OF MARKETING IS NOT

Precognitive marketing will eliminate the one-sidedness of advertising in its traditional sense. Advertisements are essentially one-way conversations, where a brand communicates its value to consumers.

Consumers don't have any means for providing feedback to traditional advertising campaigns, other than choosing to buy or not buy the advertised product. Because traditional advertisements are static, they cannot adjust to individual users' needs in a dynamic way or foster two-way communication.

Precognitive marketing will change that.

Tomorrow's marketers will be able to adjust campaigns based on authentic user feedback in real time. You will know whether your campaign is working or not almost immediately, because instead of communicating with masses of people, you will be communicating with individuals.

To automatically personalize ad content to speak to consumer needs in a precognitive way, marketers will need to implement channels for real-time communication between brands and consumers. Developments in voice recognition will help, but it is facial recognition that will make the biggest difference.

FACIAL RECOGNITION IN PRECOGNITIVE MARKETING

Automated facial recognition technology will do more than give brands the ability to identify return customers and create profiles based on their actions. It will let brands understand consumer behaviors from a statistically relevant point of view, broadening brands' knowledge of the consumers who choose to share this data with them.

6

HOW BLOCKCHAIN TECHNOLOGY WILL AFFECT THE FUTURE OF MARKETING

Among the many technologies set to change the face of marketing over the next decade, one stands out as a wildcard. Blockchain technology is so new and so revolutionary that experts often disagree on exactly how it will affect various industries, and marketing is no exception.

WHAT IS THE BLOCKCHAIN?

Blockchain networking is best understood through its most famous example: Bitcoin.

The Bitcoin network is based on blockchain technology. It allows people to send money to one another without relying on a specific third-party authority to establish trust.

When you send a check to someone, your respective banks take care of authenticating the check, verifying the funds in your account, and maintaining the infrastructure that ensures your money makes it from point A

to point B. You entrust your bank with this service when you open an account with it.

When sending Bitcoin, you entrust the blockchain to automatically authenticate the transaction. It does this without requiring a third-party authority like a bank. Instead, it broadcasts your transaction to an entire network and then verifies the transaction against the network. It decentralizes trust, allowing any two users to exchange money without relying on a third-party institution.

HOW CAN BLOCKCHAIN TECHNOLOGY AFFECT MARKETING?

So far, blockchain technology applications are largely limited to the financial industry. There, it replaces unwieldy and complex systems like check clearinghouses, allowing money to securely – and sometimes anonymously – change hands.

In the world of marketing, blockchain-based solutions can alter the way brands and advertising platforms interact.

For instance, consider a business that relies on traffic generated by ads to produce revenue.

Right now, these businesses rely on intermediaries like Google and Facebook to show ads. Google's and Facebook's platforms ensure trust between consumers and advertisers by validating advertisement transactions like clicks, subscriptions, and purchases.

This dynamic has made Google and Facebook two of the world's largest, richest companies. Amazon's position as an "ecommerce fulfillment center for hire" is similar.

The blockchain threatens these huge companies by reducing their monopoly on trust. If two people who never met can trust one another with an anonymous Bitcoin

transaction, what stops a website owner and an advertiser from trusting one another when creating a marketing contract?

This is the promise that blockchain technology makes to the marketing industry. Brands, marketers, and consumers will soon have decentralized platforms that will hugely reduce the cost of establishing and maintaining trust in transactions.

This basic premise will have far-reaching effects throughout the public and private sectors:

- Individual consumers may receive micropayments for viewing ads.
- Offline influencers may sign up for services that measure and reward their influence.
- Owners of intellectual property may receive automatic payments when their works are consumed.
- Advertisers may finally determine exactly how successful their campaigns are at generating sales, rather than relying on vague metrics like impressions and clicks.

APPLYING THESE SIX CONCEPTS IN REAL-LIFE

A DAY IN THE LIFE OF A MID-21ST CENTURY CONSUMER

Let's imagine a day in the life of an average consumer in the year 2050. This quick thought experiment will show how these six concepts listed apply in a real-life situation aided by automation, analysis, and authenticity.

Lisa lives in the Bay Area and never considered herself much of a tech person. She is largely uninterested in big, flashy brands and the ad campaigns that occasionally try to push their way into her life. Instead, she's into sustainable living, handmade crafts, and pets. She even volunteers at the local animal shelter.

These are all hard channels for marketers to reach with today's technology. But in the future, people like Lisa will have plenty of opportunities to connect with brands that speak to their unique concerns.

On a typical weekend day, Lisa hails a [driverless car](#) to go on a quick shopping run. The car's computer recognizes Lisa and quickly checks her most common destinations. The system recognizes a particular organic grocery store as a frequent stop and asks her if she'd like to go there – Lisa says yes.

Upon arriving at the store, a digital assistant recognizes Lisa from her past visits and shows her which of her favorite items are in stock. The system shows her what new items she may be interested in and understands what her values are.

Without needing to be told explicitly, the store assistant understands that Lisa is a vegetarian. It draws this conclusion based on the fact that she only ever bought meat once, alongside a set of party trays and disposable silverware. In order to avoid potential embarrassment in front of the store's other visitors, the digital assistant shows Lisa her personal set of advertisements using augmented reality. She is the only one who sees her preference for the cheesy romance novels that line the checkout area, right next to the tabloids.

She picks up a copy of *The Billionaire Cowboy's Secret Pirate Mistress* and heads to the bakery counter only to find out that her preferred brand of quinoa mix is out of stock. The store's digital assistant system asks if she's interested in trying a similar mix from a competing brand, or if she'd rather have the one she likes best.

CONTINUED ON PAGE 19

MID-21ST...CONT'D

CONTINUED FROM PAGE 18

Lisa tells the store that she'd rather have her preferred brand. The store assistant searches nearby stores, finds it in a nearby competitors' stock, and makes the order. It will be waiting for her when she gets home that day. A Blockchain registry verifies the transaction and adds a small surcharge.

After grabbing all of her essentials, Lisa takes a peek at the gift and souvenir section. She sees a small handmade wooden statuette with an appealing look and asks the store's digital assistant for more information. The store shows her that it's a handcrafted Navajo totem pole miniature and even shows her the face, name, and biography of the artist who made it.

Lisa buys the miniature totem pole and follows the artist on social media. The artist receives a commission instantly through another Blockchain transaction.

When she finishes shopping, she simply walks out of the store with her purchases. A manned checkout lane exists for customers who choose not to share their data with the store's systems, but Lisa enjoys the ease and simplicity of not having to wait.

PREPARE FOR THE FUTURE OF MARKETING TODAY

Marketing to someone like Lisa requires getting to know her on her own terms.

A high-fashion luxury accessory brand won't get to Lisa by showing her which celebrities wear their products. But it could appeal to her love of handmade jewelry by telling the story of one of its principal

craftspeople and showing how the product was made.

These types of situations will become common as manufacturers and brands look deeper into the consumer needs they are expected to meet. Personalized content will let brands leverage a variety of offline and online communication channels to navigate an increasingly fragmented retail landscape.

As marketing professionals in this time of transition, we need to become intimately familiar with these developments as they occur, and to think creatively about the opportunities that these technologies provide for us and for consumers.

MAKE MARKETING ETHICS A PRIORITY

Historically, the more powerful a technological advance is, the greater the ethical implications of its use are.

It is important for marketers, developers, and brands to consider the ethical implications of harnessing consumer data for marketing purposes. Advances in facial recognition, voice-activated digital assistants, and precognitive marketing will provoke ethical dilemmas upon release to the public – and the last thing you want is a privacy scandal to your name.

Marketers who take the time to understand the ethical implications of these technologies will enjoy far greater long-term success than those who overstep ethical boundaries. And

it's almost certain that some marketers will overstep those boundaries.

As an ethical rule of thumb, when it comes to harnessing user data, consumers must have the choice to opt in and opt out of marketing services with ease and anonymity. Following this simple guideline should protect you from the harshest of the inevitable privacy scandals to come.

As a marketing professional, you play a role in ensuring consumers' wellbeing. As long as your marketing messages introduce value into consumers' lives and give people the means to satisfy authentic desires, you ensure that the future of marketing is in good hands.

ABOUT E29 MARKETING

E29 is a boutique, full-service marketing agency specializing in Digital and Shopper Marketing. Our commitment at E29 is developing and implementing strategic work of unparalleled quality. We are a seasoned team of experts, with deep experience in CPG and Retail. Located on the sunny side of the Golden Gate bridge, our office is nestled in Larkspur, CA. We also have several remote locations across the US.



E29marketing.com



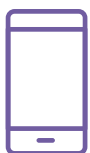
E29marketing.com/blog



[/e29-marketing](https://www.linkedin.com/company/e29-marketing)



info@E29marketing.com



415.726.2336

THANK YOU TO OUR AUTHORS:

AMIE STANLEY

Forward and Conclusions

TERRA CHAMBERLIN

Offline Influencers

MEGAN WOOD

360-Video, Virtual Reality

STEPHANI WIRTH

Augmented Reality

ANNE SUMMA

Voice-Activated Search

SUSE BARNES

IoT

KELLY PADJEN

Precognitive Marketing

CAROL MAGGIO

The Blockchain

ALISON MCGINNIS

Special Thanks, Design