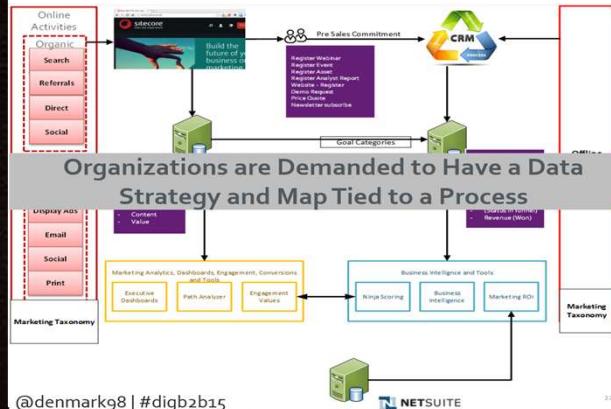


A person in a dark suit jacket and light blue shirt is pointing their right index finger towards a large, curved screen. The screen displays a white slide with black text. The background shows a modern interior space with other people and a painting.

How the next wave of  
technology will change  
personalisation and social  
commerce.

# 1 Year Ago I Said:

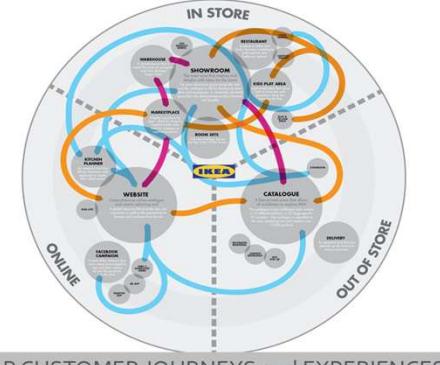
## Have A Data Map Tied to a Process



## Map Customer Journeys



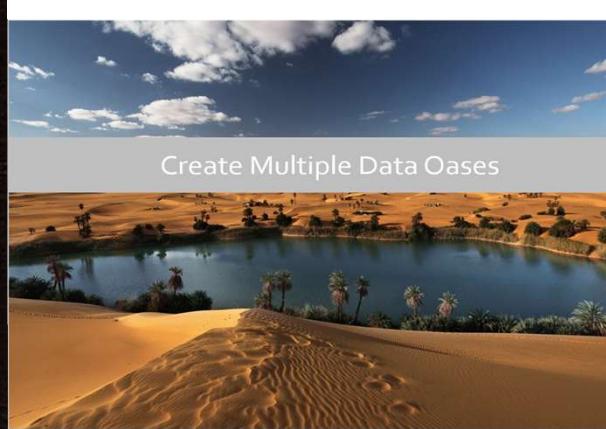
## Selling Has Changed



## Question All Your Content



## Create Data Oases



## Create Digital Honey Pots



# Professional

- ◎ Working at Microsoft since Sept. 2015 as a Technical Specialist CRM
- ◎ Worked at Sitecore 5 years managing internal CRM system and various integrations.

Keywords:

- ◎ CRM
- ◎ Data Driven
- ◎ Social Media
- ◎ Curious
- ◎ Process Driven
- ◎ Human
- ◎ Both Optimist and Pessimist

**Contact me:**

patrick@kitchell.dk | pakitche@microsoft.com

Twitter: @denmark98

# Social Media

- ◎ Strong Twitter presence with 77,000 followers  
@denmark98
- ◎ Once delivered 29,000,000 impression to Sitecore Symposium
- ◎ 16,000 connections on LinkedIn
- ◎ Test all tools related to automation and analytics related to Twitter.

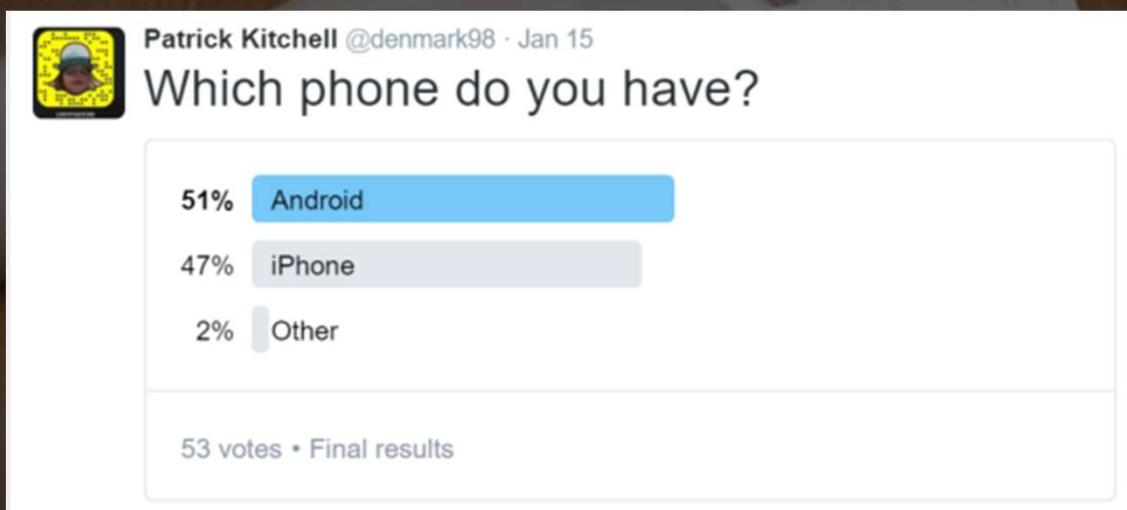
@denmark98

# What Have I Been Doing Lately

## Live Streaming



## Polls



## Testing Linkedin

What Is The Litmus Test For Company Culture?

Sep 27, 2015 | 49,850 views | 633 Likes | 126 Comments | [in](#) [f](#) [t](#)

**Patrick Kitchell**  
@denmark98

Married to Twitter waiting for divorce papers | Voted Most Nerdiest on Blab 2015 | Works at @Microsoft - tweets are my own  
Copenhagen, Denmark | [thebluecollarmarketeer.com](#)

TWEETS 75,000 FOLLOWING 52,997 FOLLOWERS 65,500 LISTED 1,282

USER MENTIONS LISTS COLLECTIONS HOME LIKES

# THE BLUE COLLAR MARKETER



Who owns your  
“deductive data”?

By Louise Nersting | December 8th,  
2015

## Things Rick Astley Will **NEVER** Do

- Give you up
- Let you down
- Run around
- Desert you
- Make you cry
- Say goodbye
- Tell a lie
- Hurt you
- All of the above



7 Steps To Increase  
Visibility on LinkedIn  
NOW – Real Life Case  
Study

By Patrick Kitchell | December 4th,  
2015

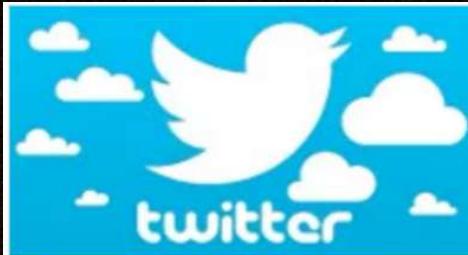


How To Social Listen on  
Twitter with Tweetdeck

By Patrick Kitchell | June 14th, 2015



How To Use Twitter Lists  
Like a Rockstar  
By Patrick Kitchell | June 9th, 2015



The Twitter Robot and  
The Eco-System of  
Robots It Supports  
By Patrick Kitchell | April 28th, 2015



How To Inflate Your Klout  
Score on Social Media  
By Patrick Kitchell | March 21st, 2015

# Is This The Future?



TIME

## Never Offline.

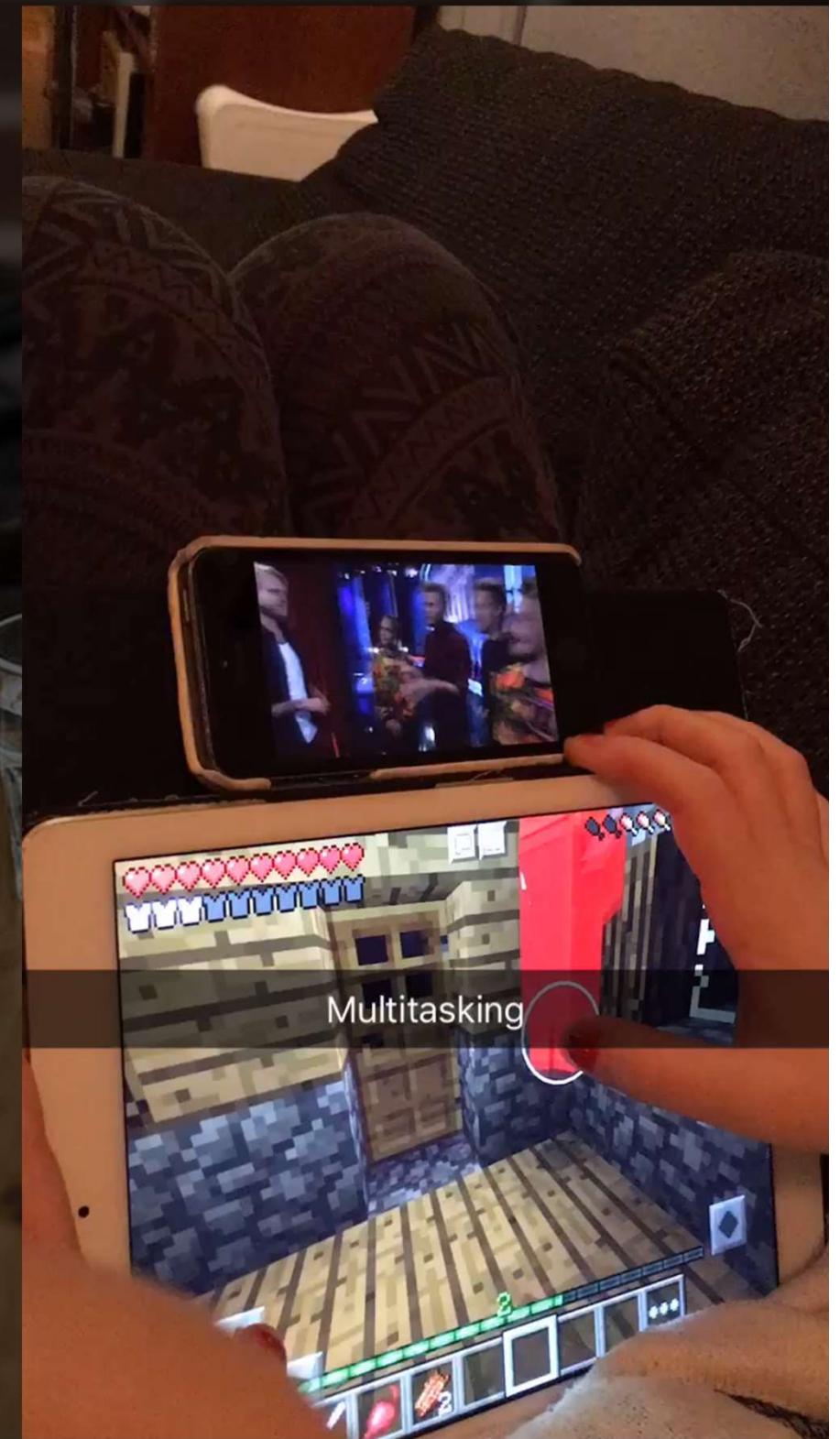
The Apple Watch is just the start.  
How wearable tech will change  
your life—like it or not

BY LEV GROSSMAN  
AND MATT VELLA

1,278 Calories Consumed  
800 Steps  
230 Miles  
64 Conversations  
18 Conversations  
Dinner at 8pm  
5412 0012 3587  
5412 0012 3587

A hand wearing an Apple Watch is shown from a side-on perspective. The watch face displays various data points: 1,278 Calories Consumed, 800 Steps, 230 Miles, 64 Conversations, and 18 Conversations. Below the watch, a digital map shows a route with the numbers 5412 0012 3587. The background features the large, bold letters "TIME".

# This is Reality



Imagine Social Media  
Engagement As  
**Money In An  
Economy ...**



Where The  
Engagement Economy  
Had **Checks** and  
**Balances...**





Where We Knew The  
True Value of  
**Engagement ...**

The Reality Is:

We Don't Know The True Value  
Of Engagement...

Provacative

...We Have Been Living In An  
Engagement Bubble



Bubble?  
What's That?

# .COM Bubble 2000

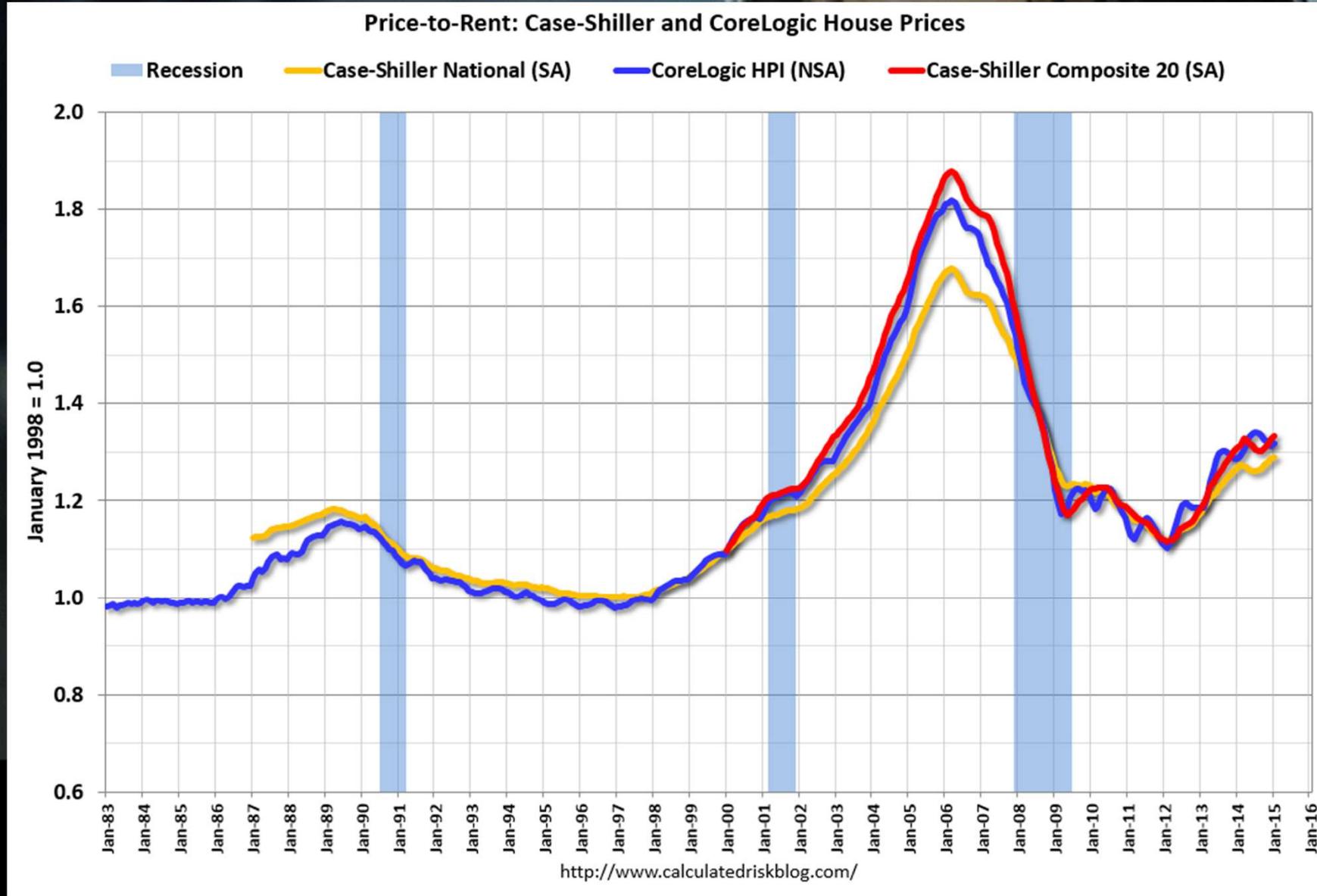
## THE POST-BUBBLE NASDAQ

The Nasdaq Composite Index is above 3,000 for the first time since December 2000, but it remains 39 percent below its record high.

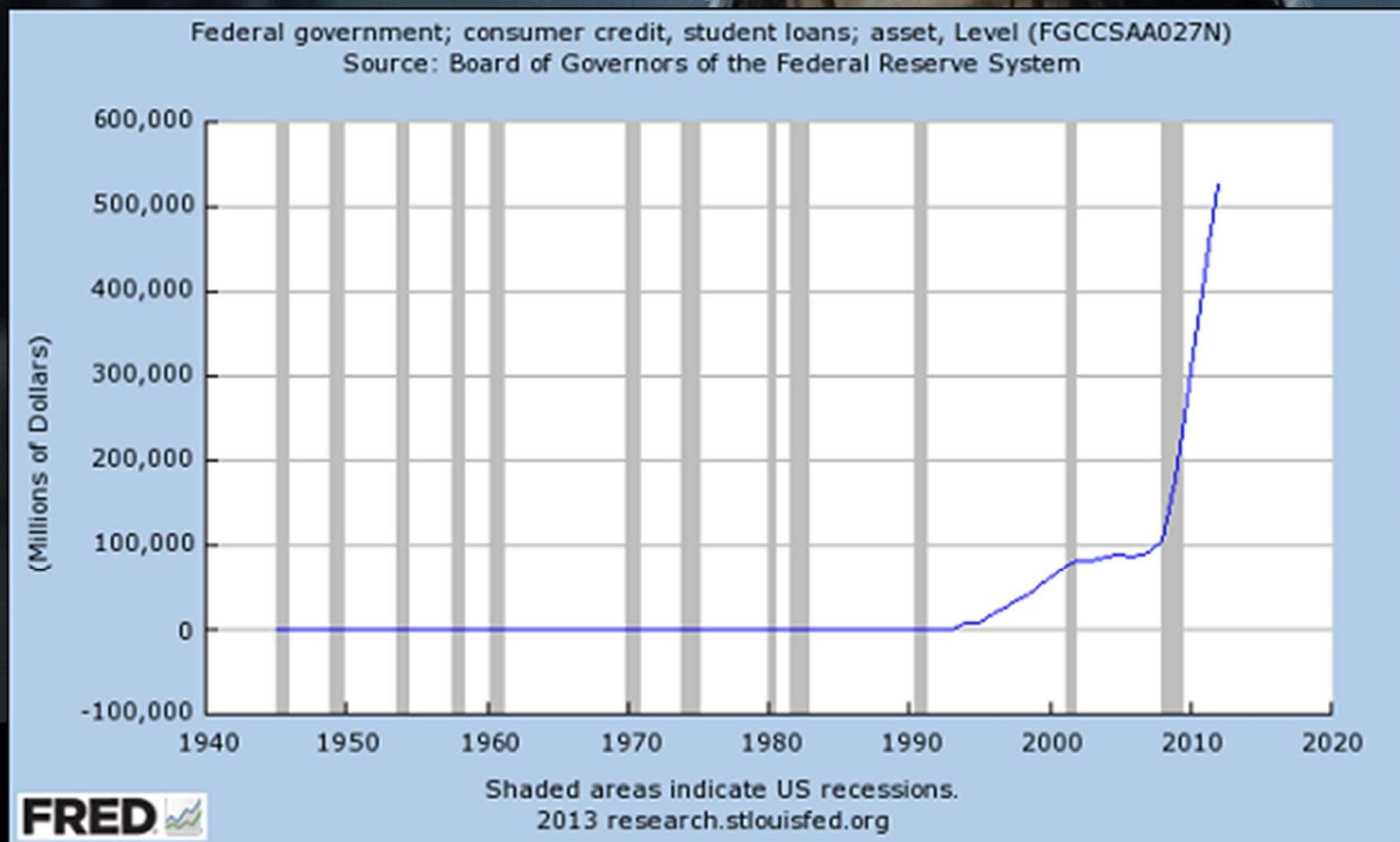


SOURCE: Bloomberg | Post-Dispatch

# Housing Collapse



# USA Student Loan Bubble



# The Social Media Bubble 2015?

**buffer**social

*Thoughts on sharing, creating, analyzing and converting with social media.*

Save time on social media with  
Buffer. [Schedule your first post now!](#)



We've Lost Nearly Half Our Social  
Referral Traffic in the Last 12 Months

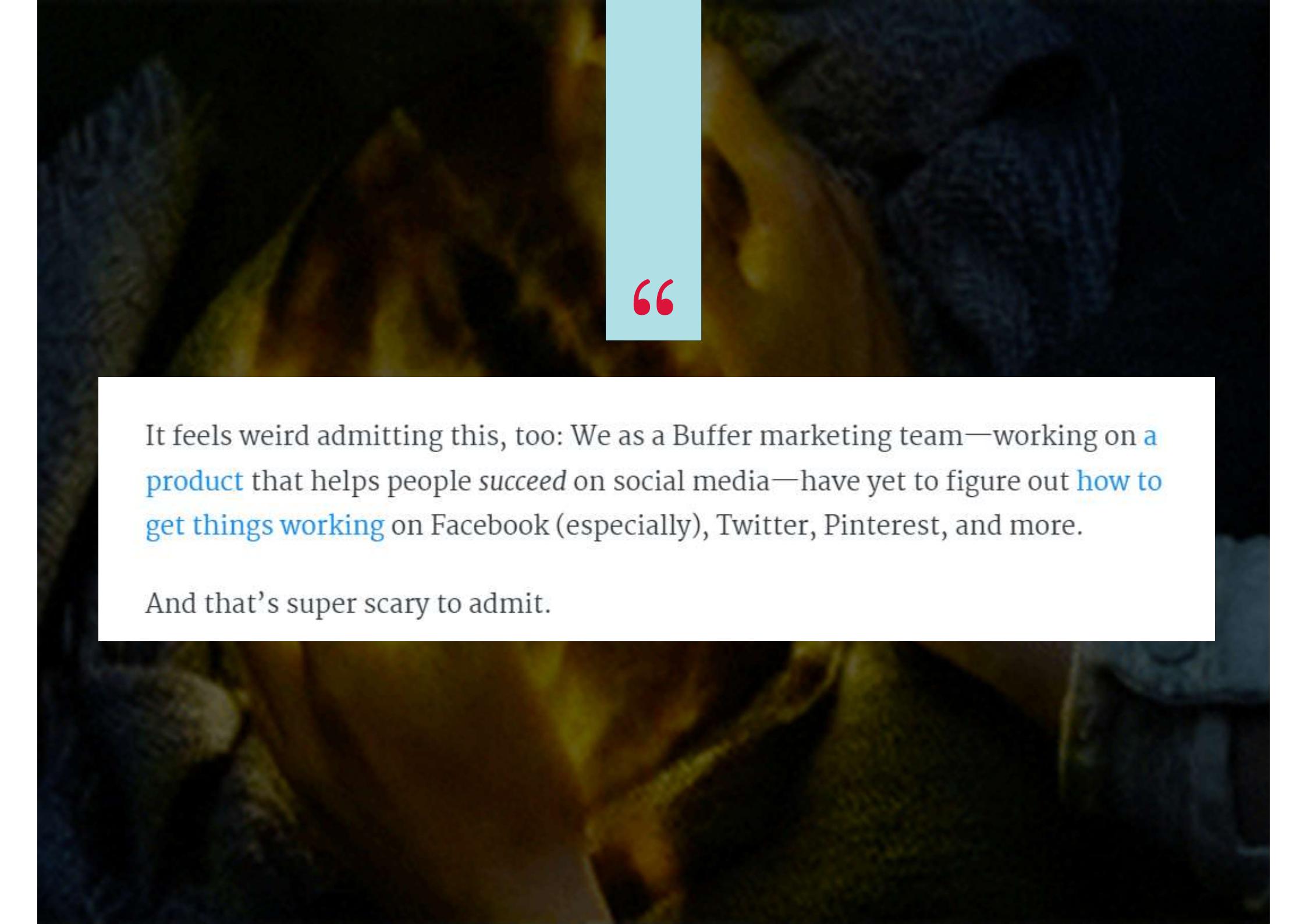
Sessions

45.01% 

118,287 vs  
215,097

# The Social Media Bubble 2015?





“

It feels weird admitting this, too: We as a Buffer marketing team—working on [a product](#) that helps people *succeed* on social media—have yet to figure out [how to get things working](#) on Facebook (especially), Twitter, Pinterest, and more.

And that's super scary to admit.

“

All told, **we've lost nearly 100,000 people** who no longer get to the Buffer blog from social media.

What iS Going On?

# What is Going On?

Google has standarized search  
where the returns are diminishing.

**Google Just Admitted More Than Half Of The Ads It  
Serves Are Never Seen**

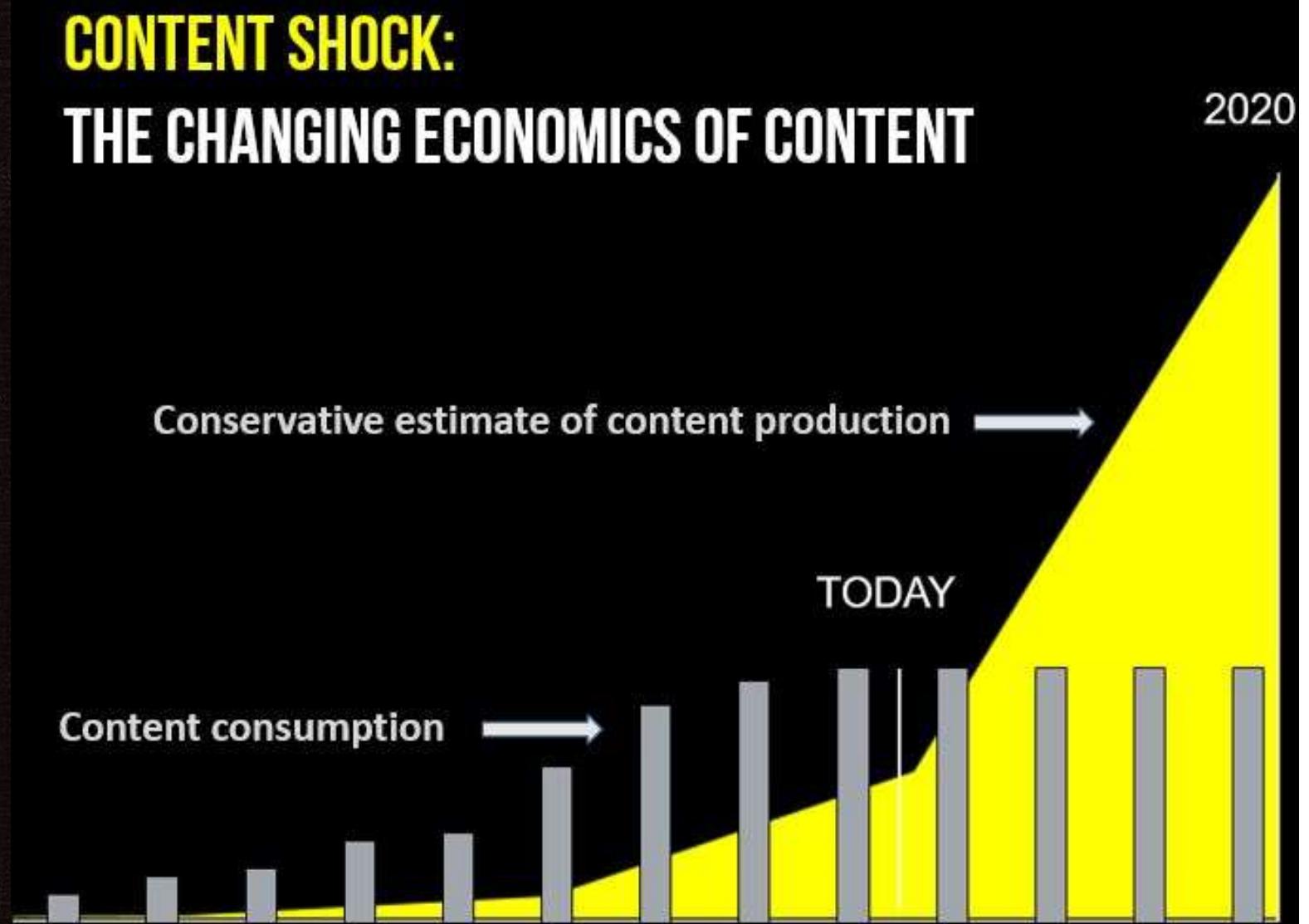
Search is absolutely necessary  
but more like a muffler than a  
racecar.

# What Would Happen IF...

All content was perfectly search optimized all the time?

# What is Going On?

## The Apocalypse of Content



# What is Going On?

## What Happens in an Internet Minute?



And Future Growth is Staggering

Today, the number of networked devices



By 2015, the number of networked devices



In 2015, it would take you 5 years



intel

The Amount of Shareable and  
Likeable Content is Growing  
Exponentially...

The Total Amount Of Possible  
Engagement in the  
Engagement Economy Is  
Already Known.





We are bounded rational.

“

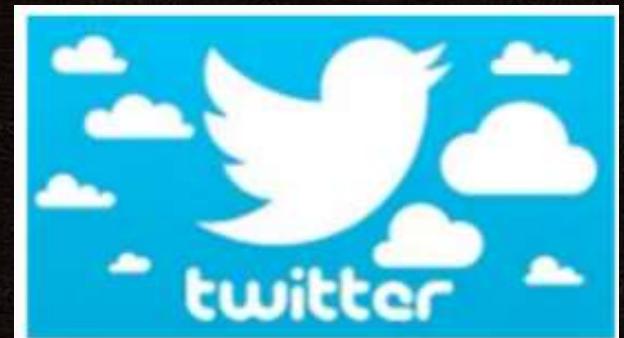
This upward trend of content consumption is not sustainable because every human has a physiological, inviolable limit to the amount of content they can consume.  
- Mark Schaefer

# Automation Killed The Social Media Star



## The Bot Bubble

How click farms have inflated social media currency



The Twitter Robot and  
The Eco-System of  
Robots It Supports



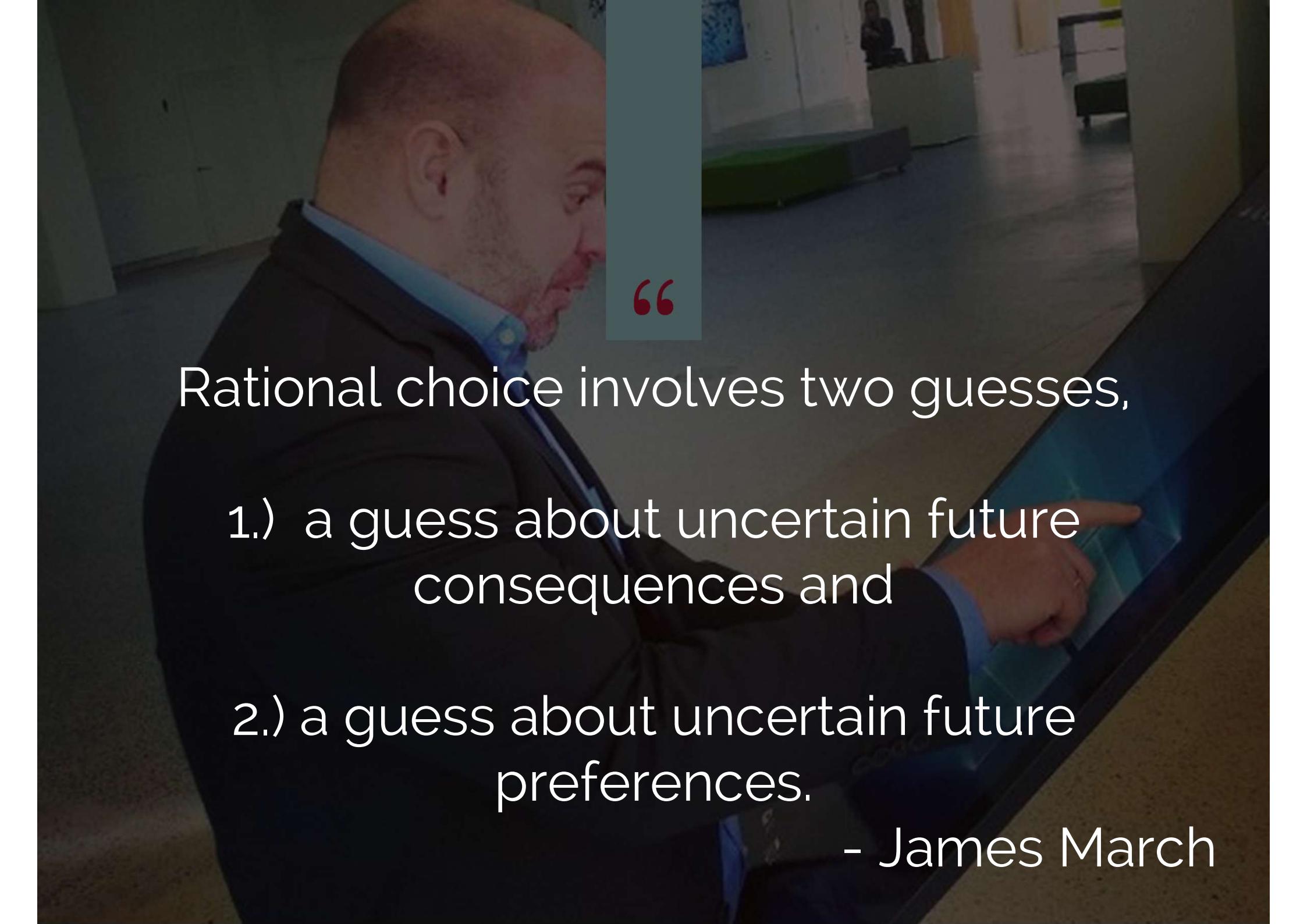
The Dehumanizing Effect  
of Social Media  
Automation

By Patrick Kitchell | December 3rd,  
2015

What is Going On?

Social Media Automation  
Creates Engagement Inflation.

Social Media Automation Pumps  
Artificial Engagement Into The  
Engagement Economy

A photograph of a man with a shaved head and a goatee, wearing a dark suit jacket over a light blue shirt. He is looking down at a tablet device he is holding in his hands. The background is a hallway with other people and some artwork on the walls.

“

Rational choice involves two guesses,

1.) a guess about uncertain future consequences and

2.) a guess about uncertain future preferences.

- James March

What is Going On?

## The Rise Of In The Moment Marketing

Snapchat opened pandoras box  
and we now have a proliferation of  
live streaming apps and video.

# In The Moment Marketing



Where Does This  
Leave Us?

# Current Factors

Increasing  
Content/Stolen  
Content

Content Creation  
will grow  
exponential and on  
all fronts

Automation

Robots rule our  
digital lives

Limited Time

Time is the only  
constant

Technology Overload

Martech Lumnascape  
for 2015 has over 1800  
technologies on it

Live Marketing

Video is going mobile  
...  
Video is Everywhere

Internet of Things

The personal  
technology front has  
only begun

2016 and Beyond

## Increasing Costs

# Pay for Content

Deeper and Deeper pockets for good  
content creation

Increasing Costs

Pay For Search

Increase Cost of SEO

Increasing Costs

Pay for Visibility

Twitter, Facebook, linkedin build wall gardens

# A CHOICE about Content ...

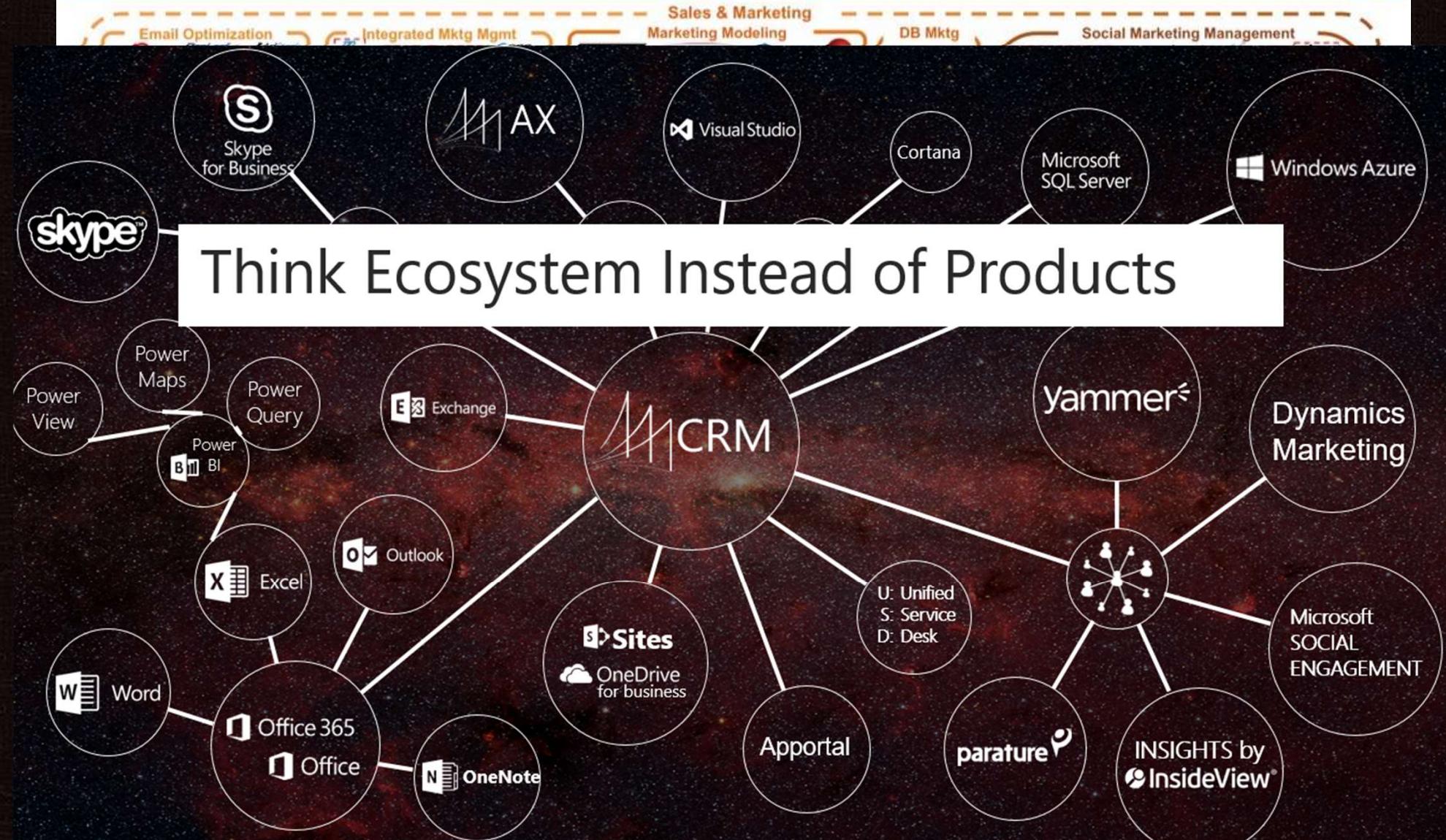
Where should content live?

# A CHOICE Networks

Create Communities or Outsource Them?

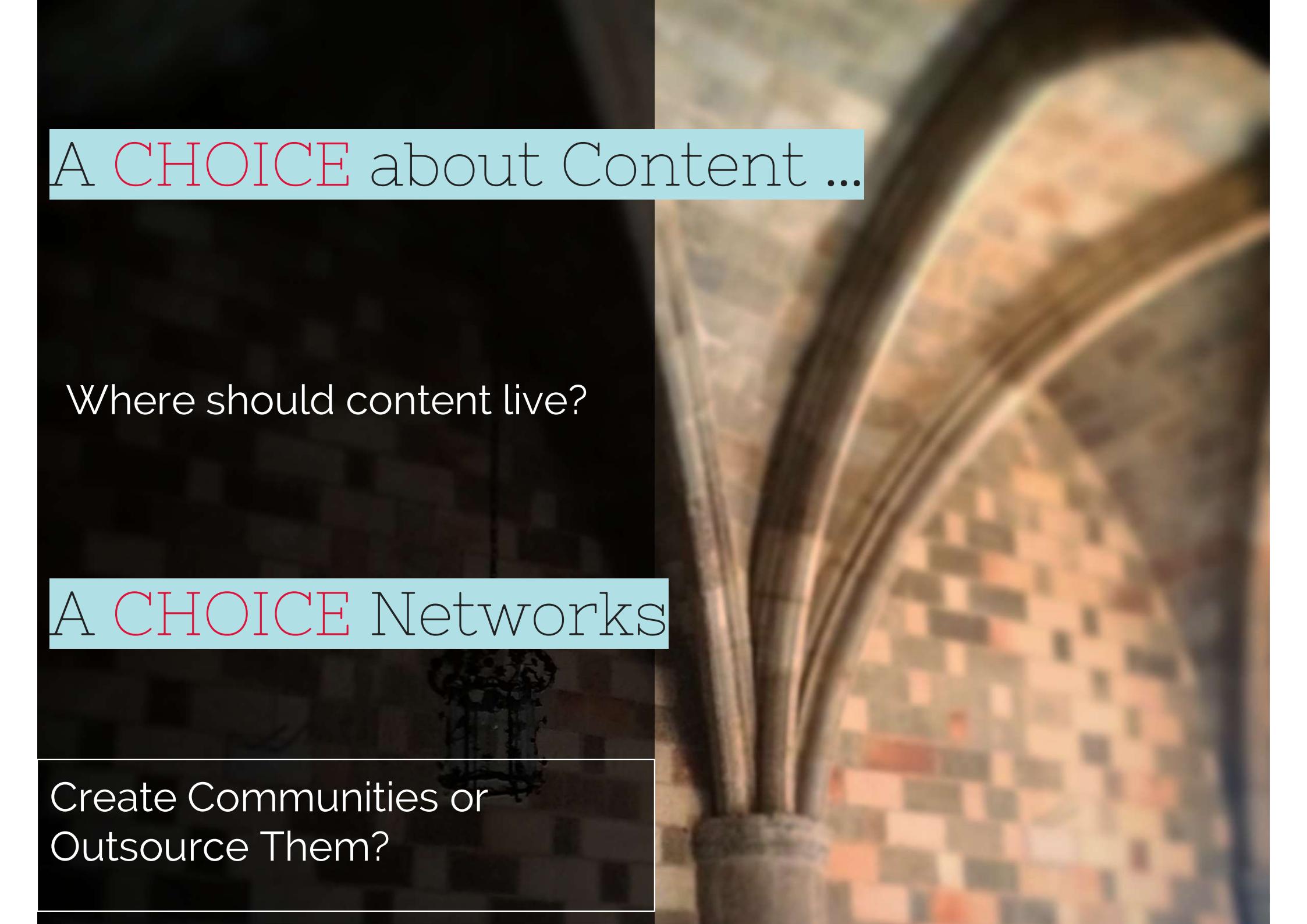
# Begin To Move From This To

## MARKETING TECHNOLOGY LUMAscape



# Facebook and Youtube Fight





# A CHOICE about Content ...

Where should content live?

# A CHOICE Networks

Create Communities or  
Outsource Them?

# Conclusion



Engagement Bubble Has Popped



Disruption is on the way, YEAH



Tie ROI To All Your Channels



Learn to Create, Manage Your Data  
Properly



May The Force Be With You

## Increase Automation

We will see predictive analytics and machine learning become the norm.

- ◎ Best and Next choices
- ◎ Content Creation
- ◎ Personalized Experiences
- ◎ Across Device and Platform



# Conclusion

Treat Your Data Has a Living Entity- Your Future is in its Foundation

Intelligent Systems  
Facilitate Cross-Device

Conversion

Email Remarketing

Social Proof

crease booking visibility -  
relevant

Timing of Offers  
Segmentation

Average Order Value  
Upsell/Cross /Bundles

Recommended/Viewed/B

st Sellers  
Discounts

Mapping Site Behaviours