



Thompson & Knight
ATTORNEYS AND COUNSELORS



KEYNOTE: MARKETING ON THE DIGITAL PLATFORM

May 18, 2018

AGENDA

Introductions

The reality of social media today

Creating content in a skippable world

Social media trends and legal implications

Q&A

LET'S START WITH INTRODUCTIONS



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Caitlin Mitchell
Director of Digital Strategy
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TRADITIONALLY, WE DON'T WORK VERY WELL TOGETHER...





KEY TAKEAWAY: DON'T BE THESE GUYS



Passed on the chance to
purchase Netflix for \$50 million

NETFLIX

Worth 900X
the value today

Source: R. Ray Wang, "Constellation's Futurist Framework", February 2014; Mark J. Perry, "Fortune 500 firms in 1955 vs. 2014", August 2014

KEY TAKEAWAY: DON'T BE THESE GUYS



1996:
\$28 Billion
140,000 Employees
(filed for bankruptcy in 2012)



2013:
\$1 Billion
13 Employees

Source: R. Ray Wang, "Constellation's Futurist Framework", February 2014; Mark J. Perry, "Fortune 500 firms in 1955 vs. 2014", August 2014

WHAT IF...



THE REALITY OF SOCIAL MEDIA TODAY

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Title search: Marketing on the Digital Platform

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"Marketing on the Digital Platform"