



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

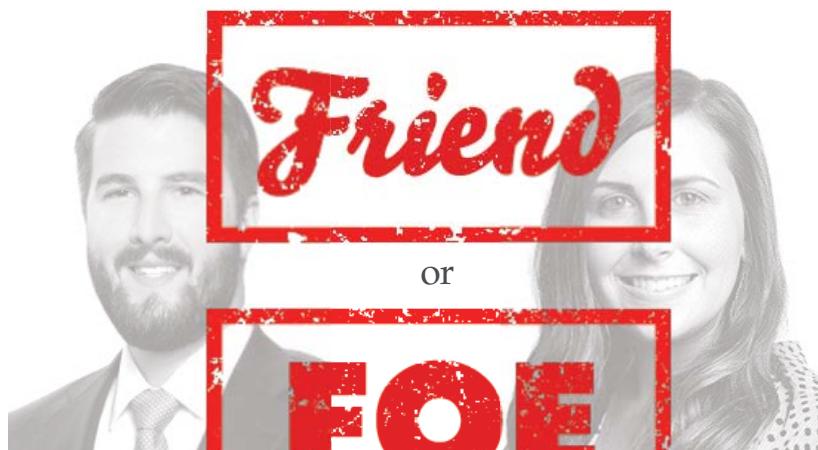


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TRADITIONALLY, WE DON'T WORK VERY WELL TOGETHER...



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52%

OF COMPANIES IN THE FORTUNE 500 HAVE EITHER GONE BANKRUPT, BEEN ACQUIRED OR CEASED TO EXIST



KEY TAKEAWAY: DON'T BE THESE GUYS



NETFLIX

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

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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