




Trends

Bill Nussey, CEO Silverpop
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Bill Nussey 
NusseyNotes.com 
@bnussey 

Me

Better Software

NC STATE UNIVERSITY

Da Vinci Systems

HARVARD | BUSINESS | SCHOOL

greylockpartners.

iXL

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5 Big Trends

1. Bits to Atoms
2. Products to Experiences
3. Channels to Pockets
4. Audiences to Individuals
5. Cyberspace to Real Places

1

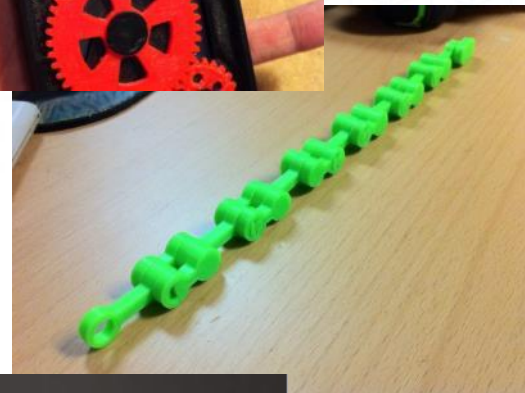
Bits to Atoms

Radical innovation happens when things get inexpensive

- In 1998, it to cost \$10,000,000 to get a software startup off the ground.
- In 2013, it's a few thousand dollars
- Hardware is following the same trajectory

Factory 2.0





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The Hottest New Companies Create “Things”



Pebble watch
(Kickstarter)



Nest
Thermostat



Tesla
Model S

2

Products to Experiences



This my mom, Joyce.

She called last week.

“My 8 year-old
computer has died.”

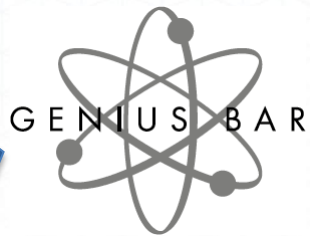
“What should I do?”





I said, "You need a Mac"

Apple Store, Raleigh



Apple iTunes



Introducing the new
one to one

Personal Setup
Personal Training
Personal Projects

\$99



Workshops



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Apple has revolutionized customer experience

It is more about your mission than your size

Anyone can elevate products into experiences

3

Channels to Pockets

*Great brands used to be
built across channels*

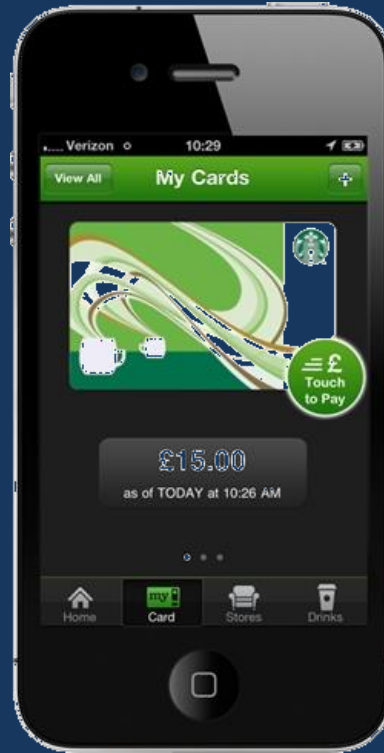


*The best brands in the future
will start in your pocket*





This is the new face of brands



Starbucks is the #1 mobile commerce solution - \$500 million in 2012 alone

The very best brands will have the privilege of being carried in their customer's pocket – one touch anywhere anytime

4

Audiences to Individuals

Remember the
great lessons
our parents
taught us as
kids?



Don't lie.
Don't steal.
Treat others as
you'd like to be
treated.
Never stereotype



Here's the irony.

This is exactly
what we do as
businesses.



We even have a word
for it: "Audiences"



Can you blame us?
There are thousands of them
and only a handful of us.

We find an easy way
to stereotype them...



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... and we blast all of
them with the same
message. Over and over.

We call this marketing.

It works.

But there's a growing problem...



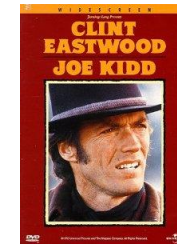
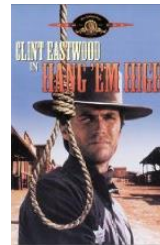
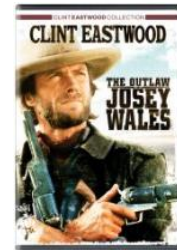
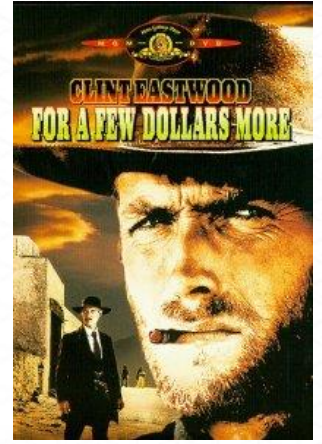
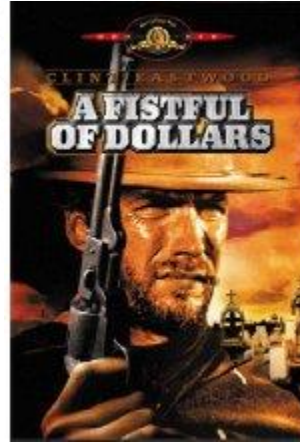
More and more
businesses are doing
the same thing.



But there is hope.
Some companies are re-
inventing marketing.



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Most businesses today treat their customers like tourists at giant attractions – big crowds all experiencing the same thing at the same time.

Great businesses go one step further. They put their customers in smaller groups and take them through a series of different experiences. It's like a virtual tour bus that drives tourists around a city to a predefined sequence of attractions.

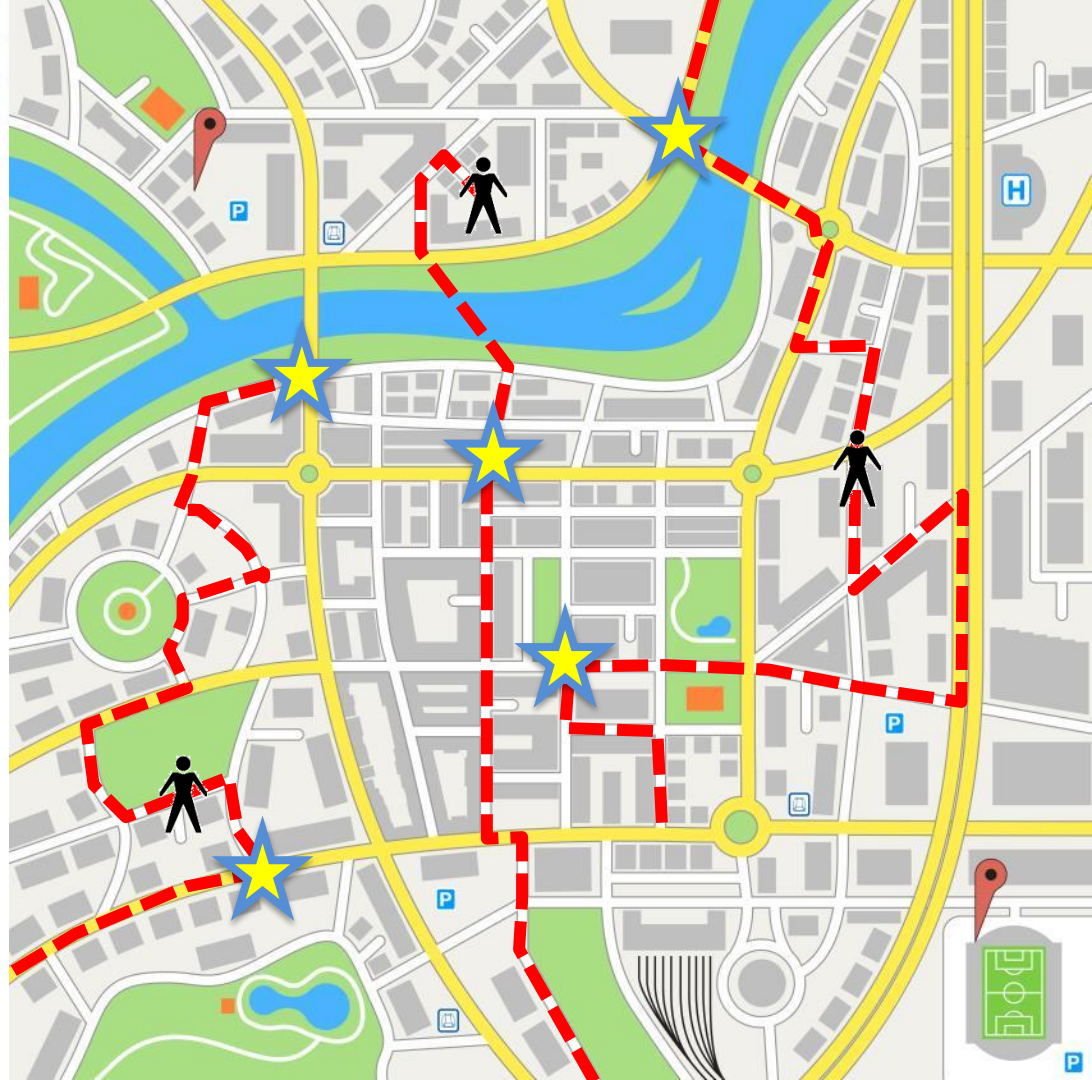


Amazing businesses build experience roadmaps for their customers – it's like hiring a personal tour guide for each customer.

Before the tour, each customer can share their interests, their budget and their pace.

This lets each unique customer's experience unfold as they follow their own path at their own pace.

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At Silverpop, we call this

The Revolution of One...

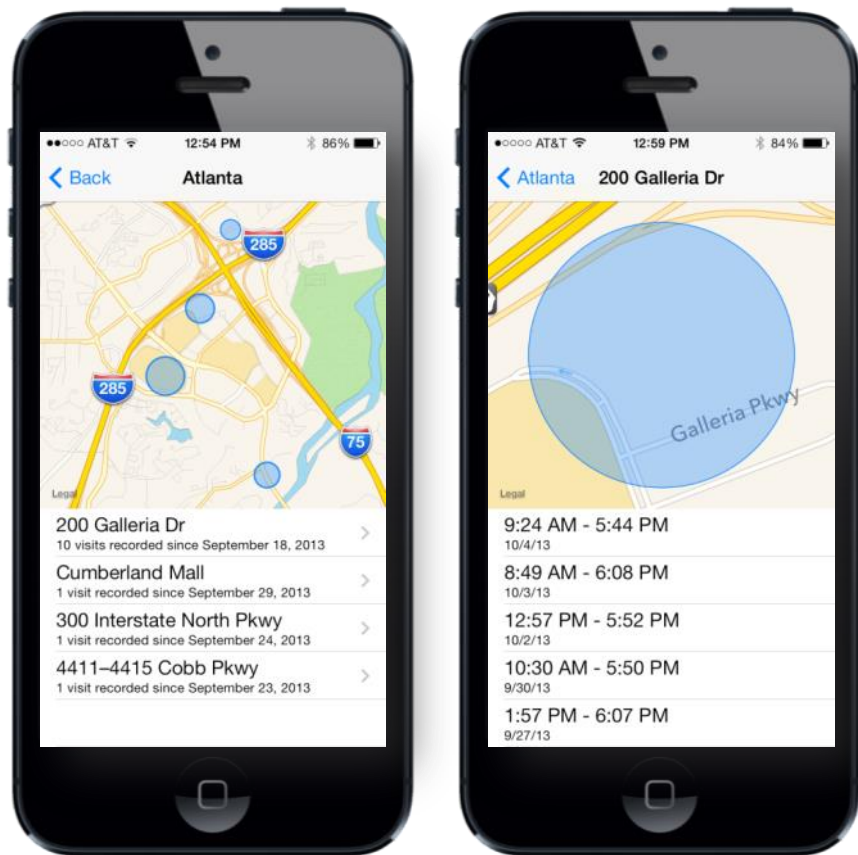
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Cyberspace (back) to Real Places



“You Are Here”

Is happening
Faster than most people think



Is this some wicked
new NSA iPhone App?

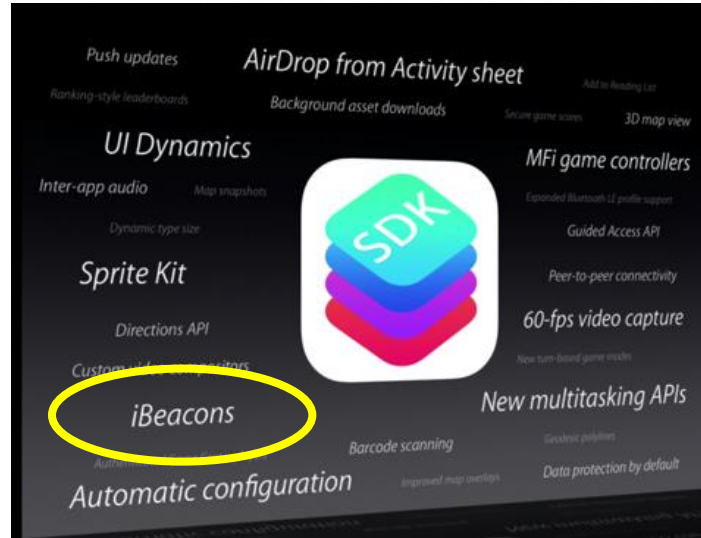
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(buried deep in the settings menu)

Proximity is the new GPS

Think feet, not miles
It is two-way
You can authenticate
You can pay



Apple's Worldwide Developers Conference 2013



Paypal wireless
payment – Beacon
(totally different
than iBeacon)



What Does All This Mean?

- Place awareness increases personal security
 - Stolen cell phones, live broadcasting of video
- The more businesses work to individualize your experience, the less anonymity you have
 - We are used to this in the real world but it's an entirely different thing in the digital world
- The biggest opportunities are the unintended consequences of the trends we've only just started to observe

Questions?



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Bill Nussey 
NusseyNotes.com 
@bnussey 