How can I use emerging technologies to improve my program’s effectiveness and efficiency, and design programs that are more equitable and sustainable?
My objectives

• Describe several technologies not currently in widespread use in social marketing …
• With an eye towards contributing to planning & implementation of social marketing interventions …
• And provide indications of new measurement strategies.

Learning Outcomes

• Describe at least two new ways to contribute to your social marketing activities.
Overview

• 7 distinctly different technologies
• Not social media
• Not SMS / MMS texting
• Each can serve you in a variety of ways
• You've heard of most, if not all
• Some may be used in a different context
• Some may already be in use
Trends with power to influence social marketing

- Dominance of messengers
- Evolution of communication platforms
- Evolution of social video - live streaming / 360 degree video / virtual reality
- Content vs. Engagement
- More meaningful measurement of ROI
Chatbots
...application of chatbots

• "...utilizing the power of 'chatbots' improves engagement with customers and allows companies to collate more valuable customer data from the interactions."

"Chatbots will fundamentally revolutionize how computing is experienced by everybody."
- Microsoft CEO Satya Nadeilla, July 2016

Image and text source: https://www.slideshare.net/Mobileappszen/chatbots-surveys-chatbot-market-research-report-qid=219e3b25-37d4-4ada-86c1-00464b9734d8, page 29.

Image and text source: https://www.slideshare.net/TeeWeeAng/ai-assistant-and-chatbot-trends-for-enterprises

Geofencing / Beacons
Global Positioning Technologies

Why Geolocation Marketing?

- It is where your customers are
- It is more relevant for the location
- It is more timely and in the moment
- It can include additional layers of relevance such as time of day
- It has great ability to measure and report

Drive Users To Your Location
Encourage Outbound Endorsement

...what is possible with geofencing & beacons

"...Geofencing is a way to engage consumers based on hyper-local location, and that can do a lot in terms of triggering immediate behaviors as well as understanding consumer mindset."
Virtual Reality / Augmented Reality

**What is Virtual Reality?**

**Virtual Reality (VR)**
Experience that simulates immersive physical presence in a real or imagined environment.

**Augmented Reality (AR)**
Experience that supplements the view of a live, physical environment with digital assets.

Disruptive Potential of VR

SOCIAL

“[VR] has the potential to be the most social platform ever. Immersive, virtual and augmented reality will be part of people’s daily lives.”

Mark Zuckerberg
CEO of Facebook

GAMES

“Working on game development, we always try to create a new kind of experience, and having VR technology is almost unfair.”

Shuhei Yoshia
President of Sony PS Studios

FILM

“We’re right on the cusp of a major upheaval of the entertainment world once [VR] technology really kicks in.”

Peter Jackson
Director of Lord of the Rings Trilogy

MUSIC

“I can only do so many concerts. So to be able to have more people experience them through VR... that would be epic.”

Miley Cyrus
Singer / Songwriter

ADVERTISING

“[VR] is a perception changer for any advertiser that wants to associate with a new frontier in media.”

Mitch Gelman
VP of Product for Gannet Digital

EDUCATION

“[VR] is going to be really important for education. Because kids don’t learn best from reading a book or looking at a chalk board.”

Palmer Luckey
Creator of the Oculus Rift

©BDMI, Nov 2015
Serious Games / Gamification

Potential for a wealth of data to be measured and analysed to provide personalised feedback and actionable steps!
Wearables / Ingestibles / Injectables / Digital Tattoos

Wearables we all think about...

Watch
Eyeglasses
Hearing Aid
Activity Tracker
Detection

Pebble
Smart Watch
Google
Smart Glasses
Sonitus in the Mouth
Hearing Aid
Fit Bit
Activity Monitor
Scanadu
Tricorder

http://bit.ly/2aeeFG4
Digital (electronic) tattoos / Engineered laboratories on new devices

Ingestibles
...a go-pro for your guts!

Image source: Finally, a GoPro for your guts – the PillCam. https://gregswan.net/2014/02/10/finally-a-gopro-for-your-guts-the-pillcam/

Biomarkers

...definition of biomarkers

• The measures used to perform a clinical assessment
• Used to assess the health or disease state of an individual
• Characteristic that is objectively measured
Big Data / Data Science / Predictive Analytics

• “... is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it.”

Image and text source: https://marketoonist.com/2014/01/big-data.html
Predictive Analytics

Predictive modeling where we achieve behavior change by answering - How can we achieve the best outcome including the effects of individual variability?
Why Big Data Now?

Confluence of 4 forces – Mobile, Social, Cloud and Information

Social interaction has taken off

Information as a business differentiator

Enables perpetual connectivity

Any data, any time, any where on any device

Gartner’s Nexus of Forces
In closing,
SPEED OF CHANGE IS EVER INCREASING

Image source: http://sustainable-leaders.com/what-keeps-leaders-up-at-night/
THE MOST INNOVATIVE SPACE IS AT THE FRICTION POINTS BETWEEN DISCIPLINES

Privacy, Confidentiality, & Security

- **Privacy**: right of individuals to hold information about themselves in secret
- **Confidentiality**: assurance that information about identifiable persons will not be disclosed without consent, except as allowed by law
- **Security**: the mechanisms through which privacy and confidentiality policies are implemented in computer systems
Thank you!