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# The New Rules Of Marketing: How To Be Relevant In A Digital World

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## *The New Rules of Marketing: How to be Relevant in a Digital World*

Download the Slides at the PPAI Expo Website or contact me directly.

Links referenced in this presentation and bibliography

Slide 2: Shawn 938: <http://bit.ly/14Nlz5>

5 Rule Changes comes from: [The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social](#) by Jay Baer and Amber Naslund pub. J.Wiley

Slide 9: Alibaba - <http://www.alibaba.com>

Slide 10: Augmented Reality - <http://bit.ly/jxPfsH>

Slide 11: Cisco TelePresence - <http://bit.ly/iPw4zi>

Slide 12: QR Codes <http://qrcode.kaywa.com/> Microsoft Tags - <http://gettag.mobi>

Slide 14: URL Shortener and QR Code Generators with Stats: <http://bit.ly>

Slide 25: YouTube video “What is Social Media?” <http://bit.ly/kSD8i6>

Slide 29: Connect with me on LinkedIn - <http://linkd.in/kEOWR0>

Slide 30: Friend me on Facebook: <https://www.facebook.com/paul.kiewiet>

Slide 32: North Pole Wedding Facebook Page: <http://on.fb.me/IDQhB1>

Slide 34: Follow me on Twitter: <http://www.twitter.com/paulkiewiet>

Slide 35: YouTube Video - CheapoAir: <http://bit.ly/kNHgXE>

Slide 36: My YouTube channel - Create2bGreat: <http://bit.ly/10EUkR>

Slide 38: My Blog: Cr82bGr8 <http://www.create2bgreat.com/cr82bgr8-blog.html>

Slide 39: Slideshare: <http://www.slideshare.net/paulkiewiet/north-pole-keynote>

Slide 49: The progression of Value and the Coffee Bean Story is from the outstanding book: [The Experience Economy](#) by Joe Pine and Jim Gilmore

### **Key Takeaways:**

**Chaotic** change and transformation driven by technology is the new normal.

**For the first time ever**, there are four separate generations in the buyer’s chair. Each group communicates and buys differently.

**Social Media is the new communications tool** — instant, public and permanent — the rules have changed around Verification, Contemplation, Coordination, Privacy and Expectations.

**Old Value Propositions don’t work anymore.** Finding stuff and finding stuff cheap are endangered species. It’s no longer about campaigns, it’s about conversations.

**The New Skills.** Collaboration instead of Competition. Resilience — re-write the rules, be willing to fail, get back up.

**Two Secrets for Success.** Be more relevant to the needs of your customers. Be more differentiated from competition and wildly different than anything your clients have ever seen.

**The New Rules of Marketing.** Be Authentic. Be a Thought Leader. Stand for Something — Have Meaning and Purpose. Have Clear Values and a Clear Vision. Be Open — Transparency as your customers are a part of your business. Commit.

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