MARKETING IN THE AGE OF BLOCKCHAINS

Jeremy Epstein, CEO, Never Stop Marketing
4,000+ YEARS AGO

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SIGNIFY AUTHORITY

+ SEAL

BUSINESS TRANSACTIONS

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Trade Growth Creates Need for 3\textsuperscript{rd} Party “Trust Guarantors”
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3rd Party Trust Tax

COSTS

RISK

TIME

TRUST TAX

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Trust Has Been **DISRUPTED**
Trust Has Been DISRUPTED

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Trust Has Been **DISRUPTED**

**HOME DEPOT HACKED**

*56 MILLION CUSTOMER CREDIT & DEBIT CARD DATA EXPOSED*

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Trust Has Been **DISRUPTED**

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We’ve gotten to a point where there’s a **loss of faith** in the system. That there’s a sense of unfairness.

RICHARD EDELMAN
It’s Not Just Emotion, There’s Data

Edelman Trust Barometer
Pre- and Post-Election, 2016

<table>
<thead>
<tr>
<th></th>
<th>Trusted</th>
<th>Neutral (50%)</th>
<th>Distrusted</th>
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<td>NGOs</td>
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<td>54</td>
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<td>3</td>
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</tbody>
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What Is a Brand?

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January 3, 2009?
WHAT IS BLOCKCHAIN?

Shared Ledger of ALL Transactions

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WHAT IS BLOCKCHAIN?

Globally Shared Data Layer
WHAT IS BLOCKCHAIN?

Cryptographically Secured & Linked
WHAT IS BLOCKCHAIN?

Near Impossible to Re-write History
WHAT IS BLOCKCHAIN?

Assets Represented by Unique Tokens
WHAT IS BLOCKCHAIN?

Clear Ownership

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WHAT IS BLOCKCHAIN?

Assign Attributes and Rules

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WHAT IS BLOCKCHAIN?

Decentralized = Increased Trust

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In Summary, Blockchains...

- No 3rd parties
- Reduce the trust tax
- Less risk
- Less time
HOW they work isn’t important...
It Matters That They Work
Insurance Claims
International Settlements

Transfer Complete in 8 Seconds

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Data Storage

90% Cheaper

STORJ.IO VS Amazon Web Services

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Ecommerce

OpenBazaar vs eBay

More Secure, Private, Accessible

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Diamond Provenance
Land Titling in Republic of Georgia

Republic Of Georgia To Pilot Land Titling On Blockchain With Economist Hernando De Soto, BitFury
Blockchain IMPLICATIONS
Disintermediation of 3rd Parties
Accountability & Efficiency
Asset Programmability and Smart Contracts
Opportunities for New Value Creation
New Value Creation (Blockchain Tech Stack)

- Social
- Asset Tracking
- Reputation
- Identity
- Comms
- dApps

Decentralized Economy Monetizable via Tokens & Network Control

Massive Infrastructure Investments Required Monetizable

Open Source Projects Not Monetizable

Smart Contracts

Storage and Content

Blockchain(s)

User Experience Layer Monetizable but Volatile

Smart Contract Templating Platforms & Cryptographic Storage Solutions Monetizable

Credit: Tom Serres
What does it mean for MARKETERS?
UNLESS YOU’RE RETIRING IN 2-3 YEARS
Act As If You Have to Pay For Attention

Contact Marc Andreessen for $100
Pay only if you get a response. Proceeds will be donated to Black Girls Code

Marc Andreessen
General Partner at Andreessen Horowitz

About
Marc Andreessen is a co-founder and General Partner at Andreessen Horowitz, a $6.4B Silicon Valley venture capital firm that invests in technology startups. He cofounded Netscape which sold to AOL for $4.2B and also cofounded Loudcloud/Opsware which sold to Hewlett-Packard for $1.6B. Marc is happy to field tech-, business-, and finance-related questions.
Data Ownership is Nice…
Data Interface + Experience is Nicer
Think Utility, Not Lock-In

@jer979

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Understand the First Disruption: Ad Tech
Fact Check Your Value Proposition

Claims without proof are just claims.

JACK TROUT
Not About Earned or Owned…
Does Your Media Inspire?

When a girl plays with Barbie,
She imagines everything she can become.

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Understand User-Owned Social Networks
Trusted Protocols Are the Brands

- Companies Part of the Ecosystem
- Equity Measured in Token Value
- Token Ownership Is a Logo
If people believe they share values with a company, they will stay loyal to the brand.

HOWARD SCHULTZ
CEO, STARBUCKS
If people believe they share values with a protocol, they will stay loyal to the brand.

JEREMY EPSTEIN
CEO, NEVER STOP MARKETING
Marketer’s GUIDING PRINCIPLES in the Age of Blockchains

UNLESS YOU’RE RETIRING IN 2-3 YEARS
Customer Experience Will Reign Supreme
Build Permissioned Relationships
Highlight Core Values
To succeed on the Internet, the pursuit of passion must be the goal from the beginning.

BEN THOMPSON
Build the Community

EMOTIONAL CONNECTION

ACTIVATION
Cherish Attention

50K Likes

AN EPIC THANK YOU
Sometimes we **OVERSTATE** the future...
Six Ways that Google Wave is Going to Change Your Business, Career and Life

How Vine, Twitter's New Video Service, Will Change Your Business

5 Unexpected Ways Meerkat Will Crush It For Sales And Marketing People
But sometimes we UNDERESTIMATE...
By 2005 or so, it will become clear that the Internet’s impact on the economy has been no greater than the fax machine’s.

PAUL KRUGMAN
WHAT CAN BE DONE TODAY?

“FUTURE BACK” Thinking
What if...

Data Is
Shared

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What if...

Data Is Shared

Trust Is Free

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What if...

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Assets Are Digital

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Business Rules & Laws Become Software Code

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What if…

Data Is Shared

Trust Is Free

Assets Are Digital

“Claims Without Proof” Are Just Claims

Business Rules & Laws Become Software Code

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What if…

Data Is Shared

Trust Is Free

Assets Are Digital

You Have to Pay for Customer Attention

“Claims Without Proof” Are Just Claims

Business Rules & Laws Become Software Code

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Arthur Schopenhauer’s 3 Phases of Groundbreaking Ideas

1. RIDICULED
2. VIOLENTLY OPPOSED
3. SELF EVIDENT
1) IMMATURE TECHNOLOGY
2) LIMITED PROOF AT SCALE
3) LACK OF STANDARDS
4) FRAGMENTED OFFERINGS
5) SERIOUS HYPE
Go Do’s…

1. **BUSINESS**
   Workshop/Seminar on Blockchain Basics and Value Creation Stack

2. **DEVELOPERS**
   Training on Blockchain Programming

3. **LAWYERS**
   Training on Smart Contracts
To download this presentation:

Thanks for your attention!

jer979@neverstopmarketing.com
Twitter: @jer979
Linkedin.com/in/jer979
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