

Age of Context



**Storm's
Coming**

**Big 3 Conference
Aug. 9, 2012**

Conversation Age

- 2005-2012
- Disruption
- Normalizing





**Storm's
Coming**



5 Forces of Context

- Mature SM
- Web of all things
- Mobile/wearable
- Big Data
- Digital mapping



Business Changes

- Humanized technology
- Predictive behavior
- Extremely personal



Wearables

- **Freaky factor [Steve Mann]**
- **Hands-free**
- **Augmented Reality**
- **Knows where & what**



Marketing Changes

- **Intention**
- **Everyone is media**
- **Smart notifications**
- **Mass-micro media**



Takeaways



Takeaways

- Start of journey
- Follow social's path
- Think ultra-personal
- Use the 5 Forces





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[Social Media: ShellIsrael](#)

[Forbes: The Social Beat](#)