



MARKETING IN THE AGE OF BLOCKCHAINS

Jeremy Epstein, CEO, Never Stop Marketing

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4,000+
YEARS AGO



SIGNIFY
AUTHORITY



SEAL
BUSINESS
TRANSACTIONS





Trade Growth Creates Need for 3rd Party “Trust Guarantors”



Trade Growth Creates Need for 3rd Party “Trust Guarantors”



Banks



Governments



Legal Agencies



Credit Companies



Ecommerce



Trade Growth Creates Need for 3rd Party “Trust Guarantors”





3rd Party Trust Tax





January 3, 2009?





What is **BLOCKCHAIN**?



WHAT IS BLOCKCHAIN?

Shared Ledger of ALL Transactions





WHAT IS BLOCKCHAIN?

Globally Shared Data Layer





WHAT IS BLOCKCHAIN?

Cryptographically Secured & Linked





WHAT IS BLOCKCHAIN?

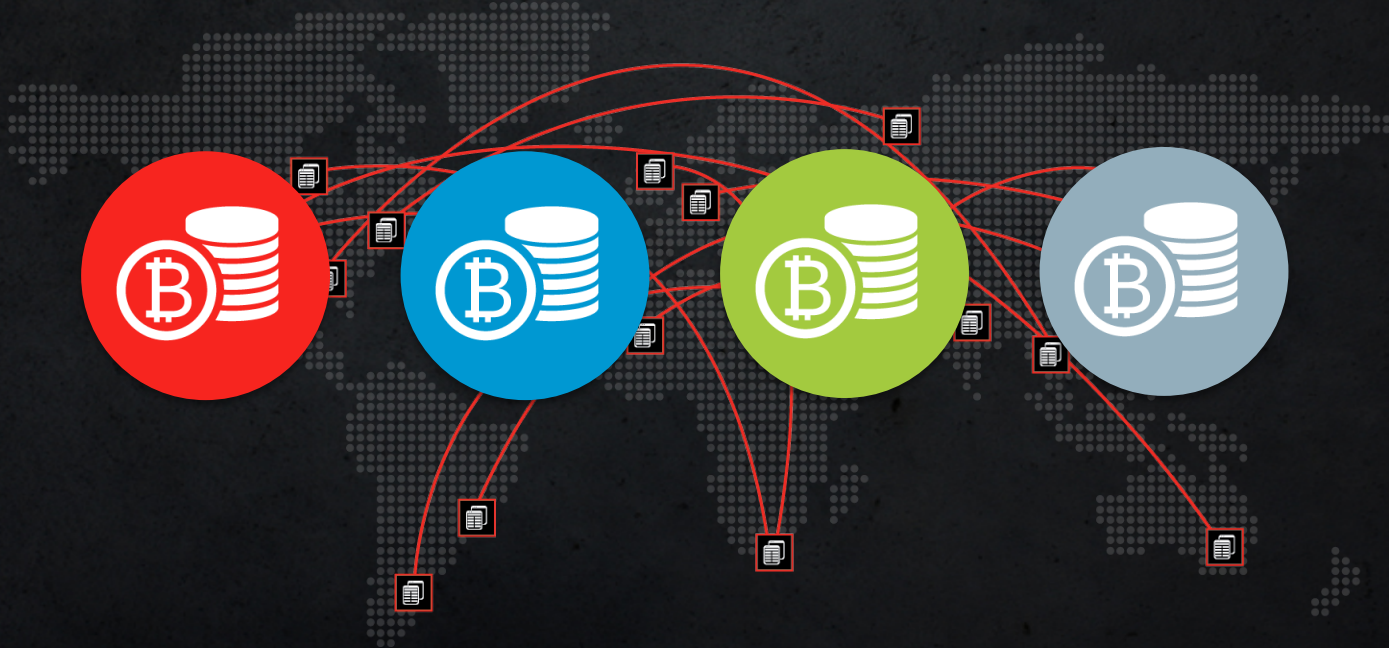
Near Impossible to Re-write History





WHAT IS BLOCKCHAIN?

Assets Represented by Unique Tokens





WHAT IS BLOCKCHAIN?

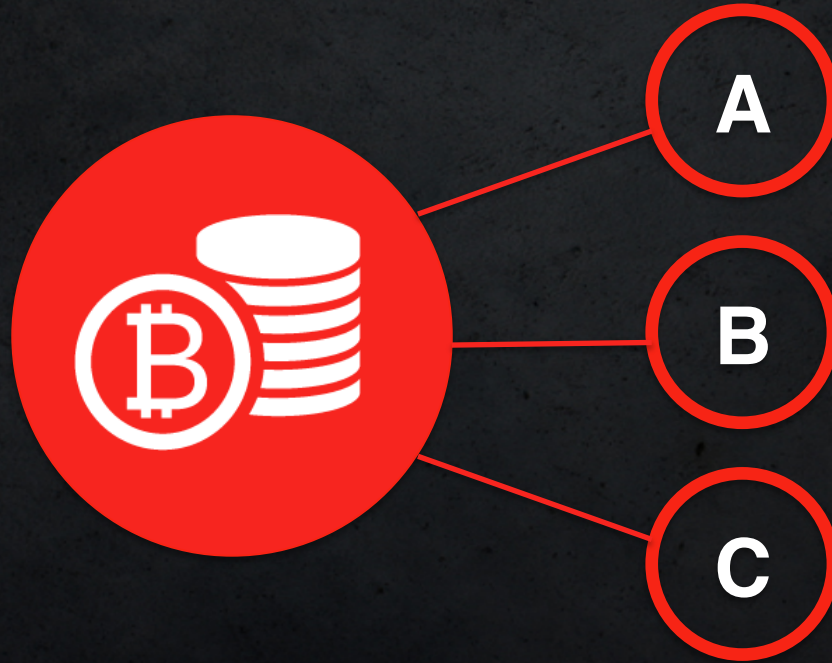
Clear Ownership





WHAT IS BLOCKCHAIN?

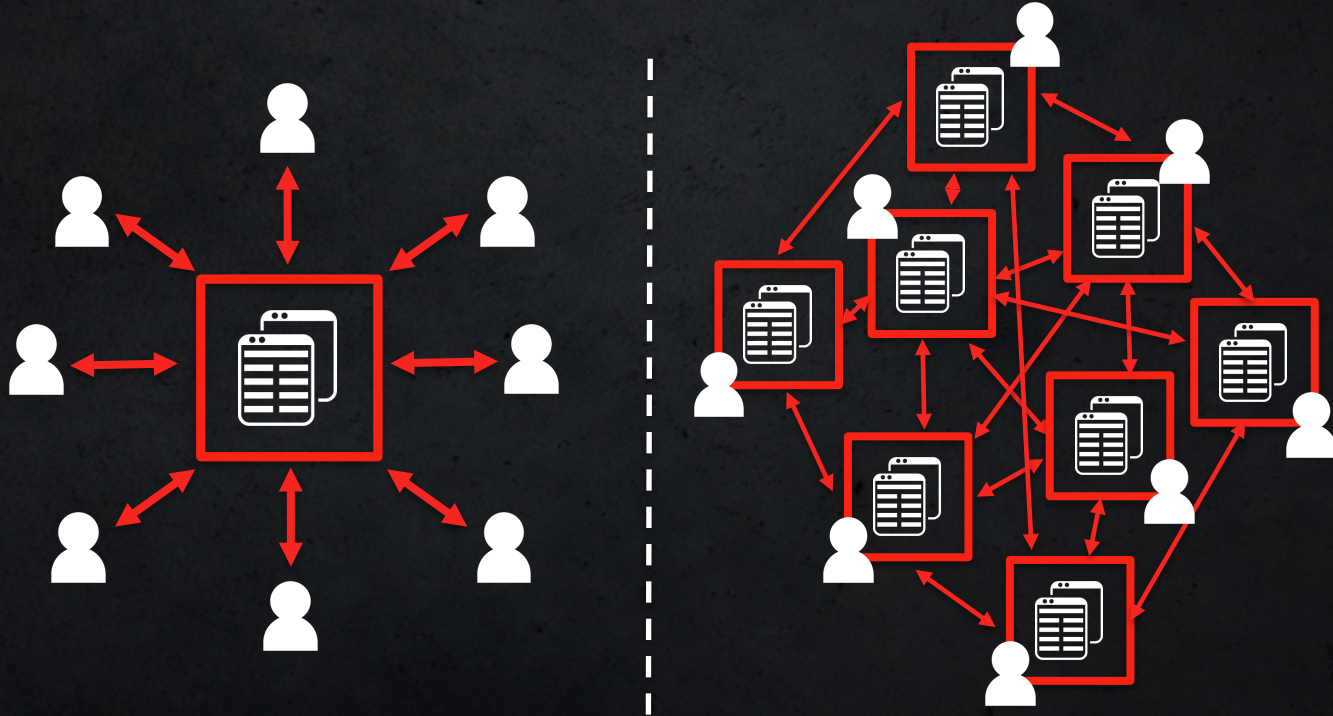
Assign Attributes and Rules





WHAT IS BLOCKCHAIN?

Decentralized = Increased Trust





In Summary, Blockchains...





HOW they work
isn't important...

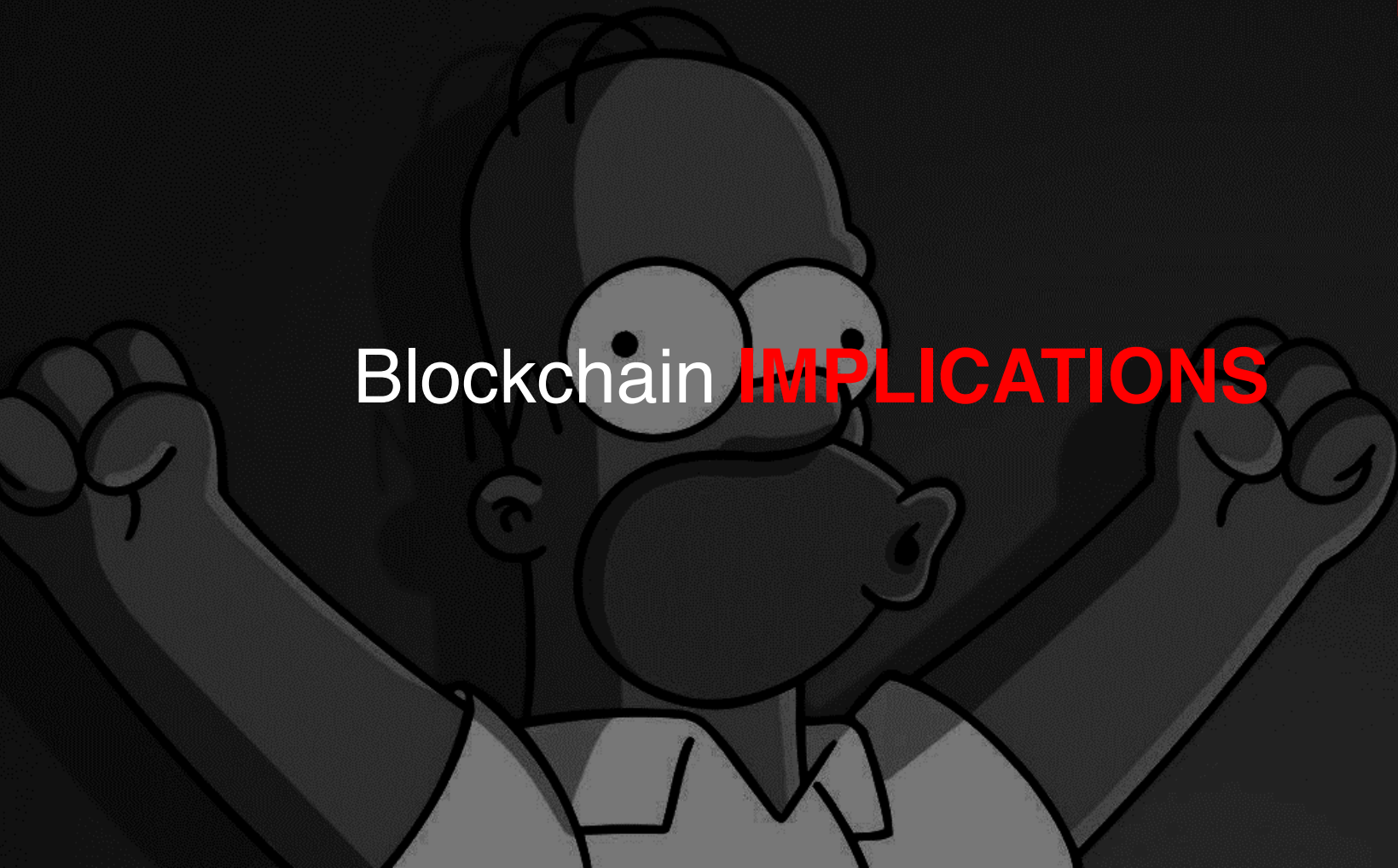


It Matters
That They
Work





Blockchain **IMPLICATIONS**





Disintermediation
of 3rd Parties







Accountability &
Efficiency



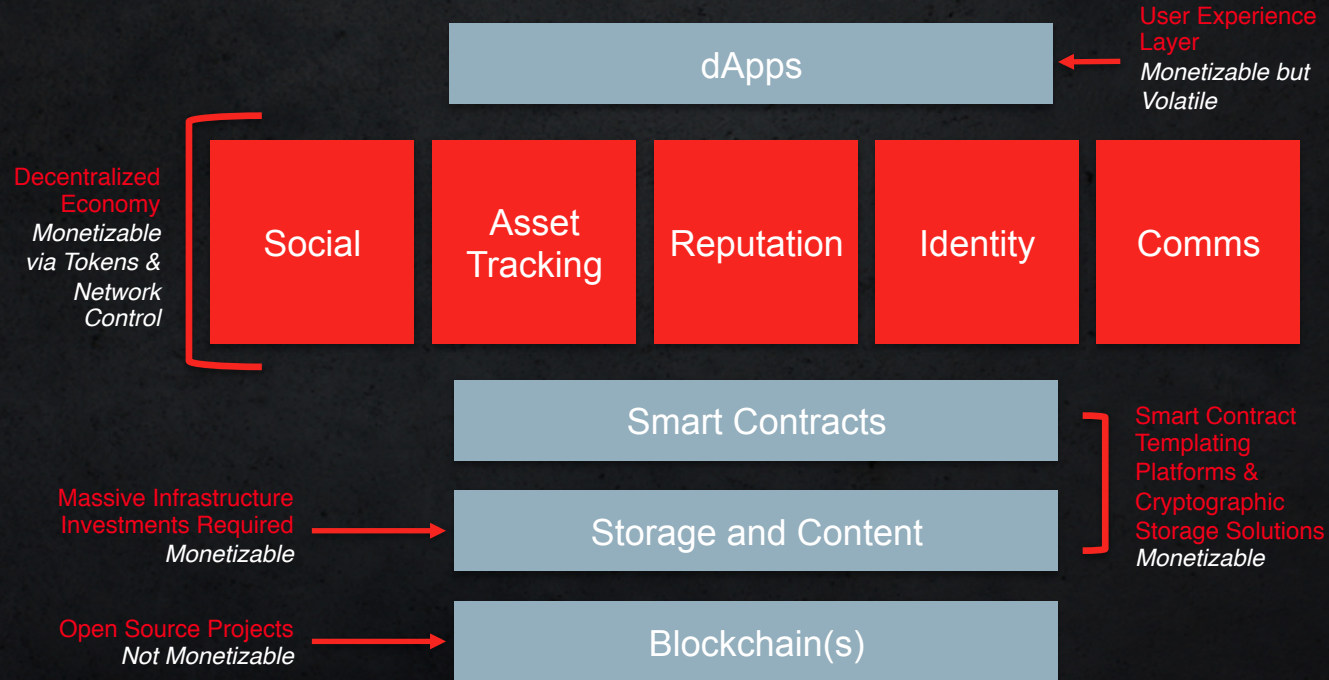


Opportunities for
New Value
Creation





New Value Creation (Blockchain Tech Stack)





What does it mean
for **Sentiment Analysis**?
UNLESS YOU'RE RETIRING IN 2-3 YEARS



Trusted Protocols Are the Brands



Companies Part of
the Ecosystem



Equity Measured in
Token Value



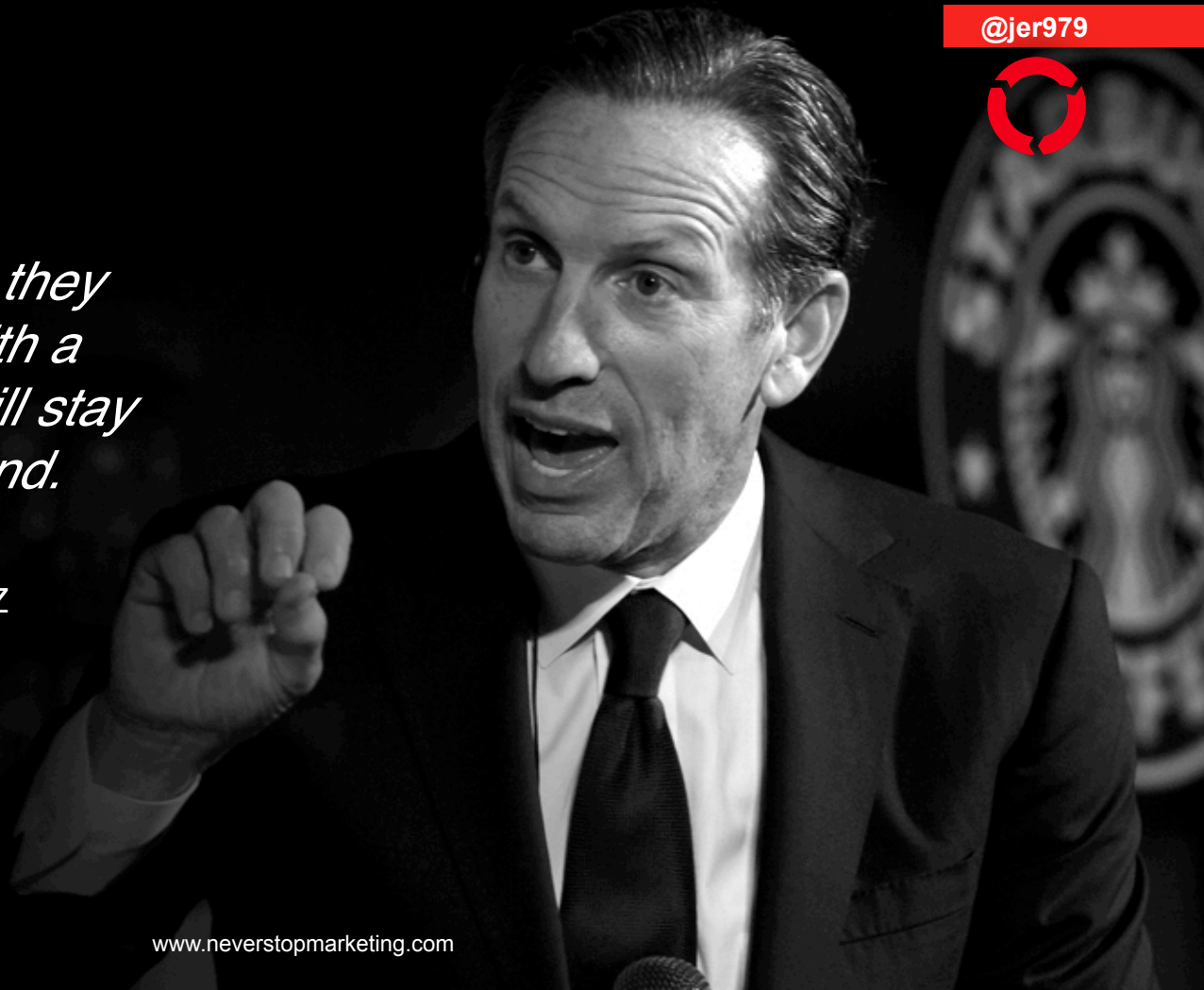
Token Ownership
Is a Logo



Brand Loyalty...

*If people believe they
share values with a
company, they will stay
loyal to the brand.*

HOWARD SCHULTZ
CEO, STARBUCKS





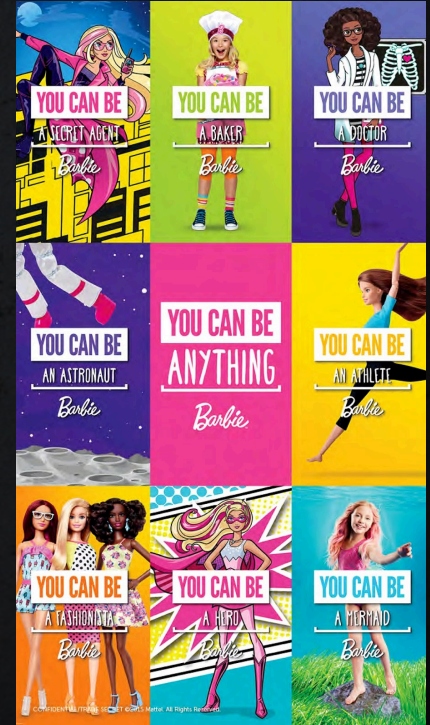
Brand Loyalty...

*If people believe they
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JEREMY EPSTEIN
CEO, NEVER STOP MARKETING



Not About Earned or Owned... Does Your Media Inspire?



Arthur Schopenhauer's 3 Phases of Groundbreaking Ideas





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

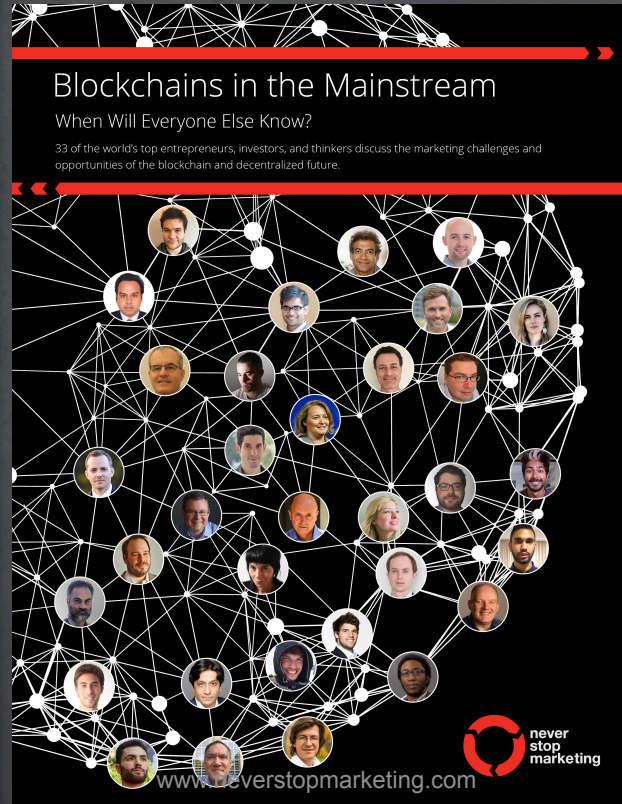
3

LAWYERS

Training on Smart
Contracts



NeverStopMarketing.com/BlockchainEbook





**Thanks for
your attention!**



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