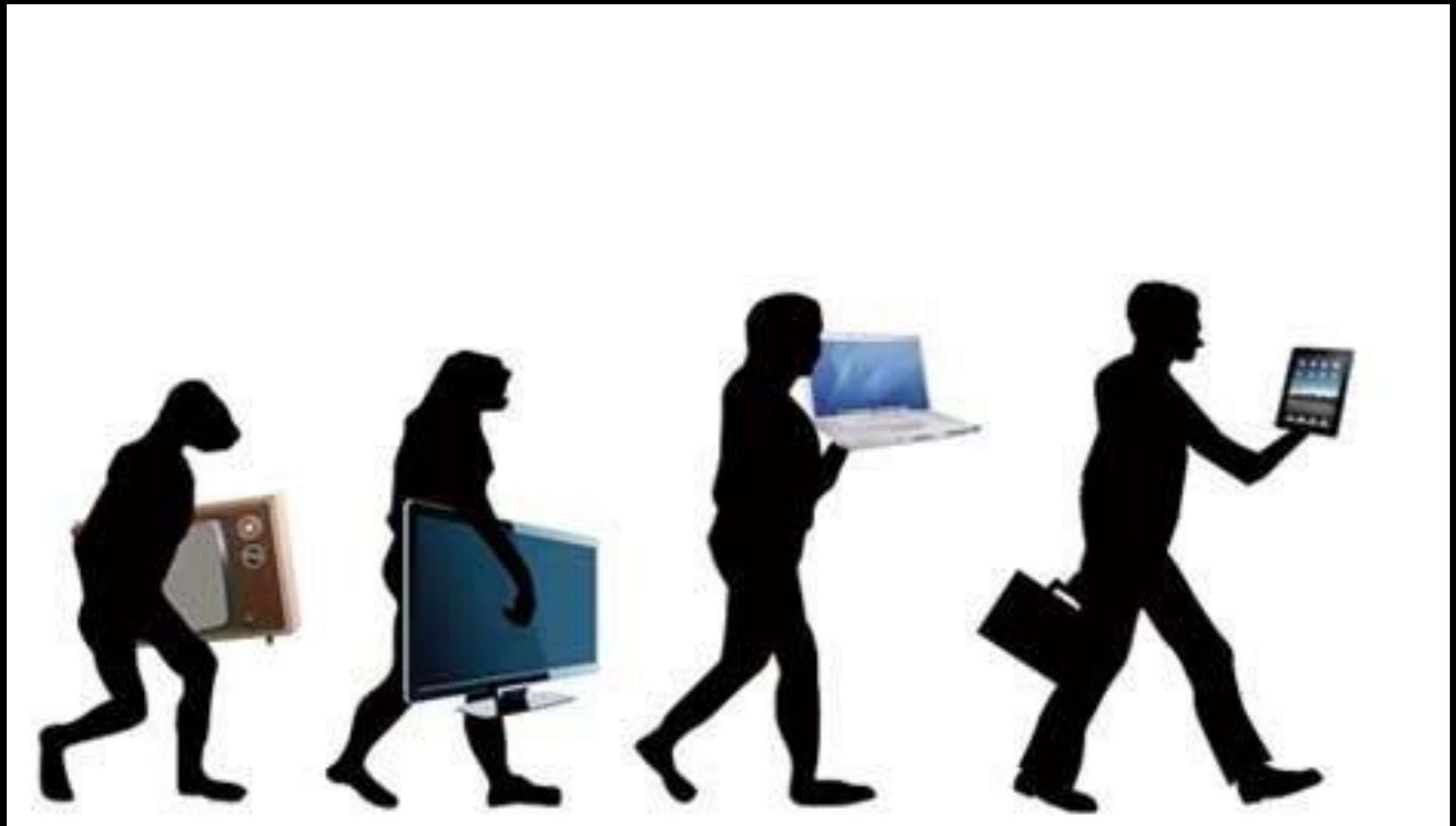


Marketing in the age of the Internet

Chris Burnley

A brief history



1950 - 1990



2000-2005

UP ON THE RO
CLICK, CLICK
PRINT IT
HURRY, OFFER ENDS 12/26/13
TAKE
ONE SING



**NEVER
A FEE
NEVER
EXPIRES**

SHOP IN-STORE OR ONLINE.

**WE WILL NOT BE UNDERSOLD.
GUARANTEED!**

If you find a lower price at any of our competitors, we will meet that price.
We gladly accept our competitors' coupons for products also available at those competitors.
Exceptions may apply. Prices valid only in the continental U.S. See store for details.
Call 1-800-GO BEYOND® (1-800-462-3966) for locations Coast to Coast. We ship anywhere.
Terms and conditions apply to gift cards.

The Bridal & Gift Registry

REGISTER AND PURCHASE IN-STORE OR ONLINE.
www.bedbathandbeyond.com



**20%
OFF**

Take 20% off any single item.*
Present this certificate.
Valid for in-store use only.

**BED BATH &
BEYOND®**
Beyond any store of its kind.
Office: 110 B-Covey Blvd., Farmingdale, NY 11735

PRSR STD
U.S. POSTAGE
PAID
BED BATH &
BEYOND





Limit one to a customer per visit. No copies, please. *Not valid with any other offer. Coupon must be surrendered at time of purchase. Not valid for the purchase of gift certificates, gift cards, J.A. Henckels, Krups, AllClad, Nautica, Tempur-pedic, P0494 Ionic Breeze Air Purifiers and dyson products. Not valid for iJoy™, Oreck®, Wedgwood®, Waterford®, Lenox®, Vera Wang, Norelco®, Beddit®, Royal Scandinavia and Select Comfort mattresses and sofa bed products (where available). See store for details. VER. G10

2006-2010



fa

ing

Yo



2010 - Twitter launches promotional tweets

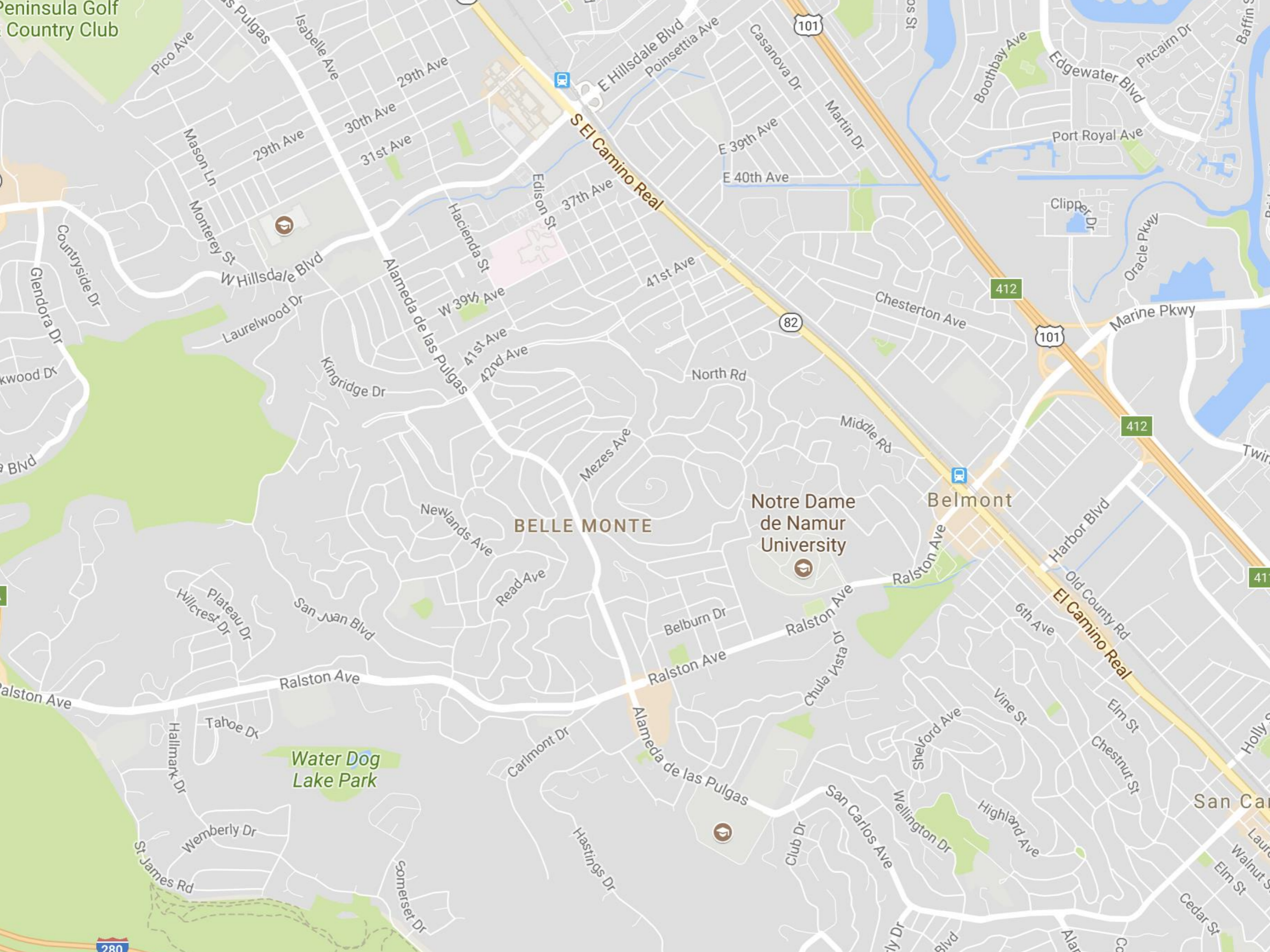
Marketing Technology Landscape

August 2011



External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec http://www.chiefmartec.com



Back to the future

Lynn Scheuer Happy Birthday Laura !!
Like · Reply · 1 · 15 hrs

Justine McComb ahhhh Im late. HAPPY BDAY!!!!!!
Like · Reply · 1 · 14 hrs

Katie Wilson Ummm...there is no way Keegan and Cody are that old now! Crazy! Happy birthday, Laura!
Like · Reply · 1 · 13 hrs · Edited

Lucy Hossli Happy Birthday.

realestatehomeprice.com

Home Estimate \$271K - \$293K

HI JOHN,

Rate below reflect how much you think your home is worth? For a more accurate estimate, contact me or schedule an on-site property assessment.

Agent Assessment On-Site Assessment

corefact.com

Corefact | Lead Management

Logged in as Christopher Burnley, Corefact Corporation. Sign-Out | Account

Call: 1 866 777 2886 | Email: info@corefact.com

Activity Level	Name	Location	Email
★★★★★	Burnley, Christopher	10 somerset ct	burnley@gmail.com
★★★☆☆	Luk, Christy	2724 Waltham Cross Rd	ckwok9800@yahoo.com

If you're planning on selling your home in the near future, now may be the best time. Many homeowners are getting their asking price for their home. In some instances above asking price. Give me a call today so I can help you sell your home for the best price possible.

Jessica Cellars
555.555.5555

Go To: RealEstateHomePrice.com
Enter Key Code: ABC-DEF-123

www.realestatehomeprice.com

Sign Up

8.2K 1.2K Comments 1.5K Shares

Like Comment Share

★★★★★	homeowner, Sample	971 11th Street	info@corefact.com	07:26am
★★★★★	Zheng, Wei	577 Shoal Cir	zhengw@gmail.com	07-17-2009 05:15am
★★★★★	McAvoy, Christy	4133 Maybelle	christymcavoy@yahoo.com	(555) 555-5555 09-19-2006 07:32am
★★★★★	Hawash, Neda and Kahelid	55 Greenwood Dr	khawash6@sbcglobal.net	10-24-2006 11:32am
★★★★★	Yoshimura, Randy	907 Martin Tr	randallyoshimura@gmail.com	(555) 555-5555 02-02-2011 09:51am
★★★★★	Williams, Humphrey	882 Chimalus Drive	humphrey@modernthings.net	(650) 494-0364 01-14-2007 10:16am
★★★★★	Burnley, Bryan	419 Lojas Ct	bburnley+fromchris@corefact.com	707-449-9393 03-19-2014 11:11am
★★★★★	Lane, Chet		chet@chetiane.com	02-04-2013 08:59am
★★★★★	Demo, George	215 Lyell Street	gfanucci+demo01@gmail.com	650-353-2678 07-11-2014 08:17am
★★★★★	Vizir, Natalie	33861 Granada Dr		03-25-2011 02:35pm

75.00% response

View | Download

Internet farm

2 visitors of 2

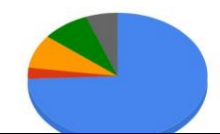
100.00% response

View | Download

Most Active Users

Christopher Burnley

Respondent Pool



Tangible Remarketing



Thank You!