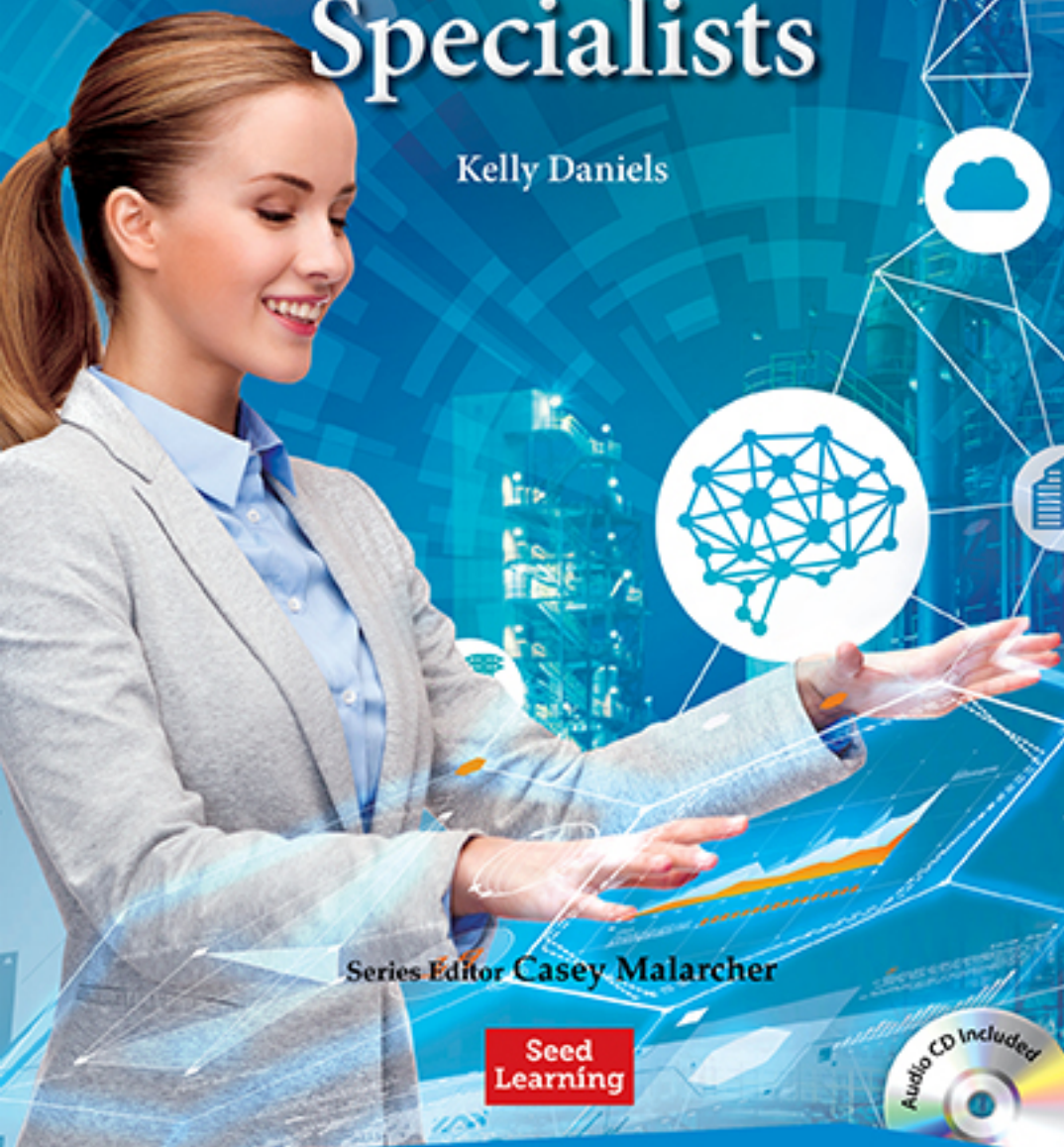


IoT Marketing Specialists

Kelly Daniels



Series Editor Casey Malarcher

Seed
Learning

Audio CD Included

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For Review Only

Marketing in a Connected World

The world today is not like the world was ten years ago. At that time, people had computers and phones and internet connections, but these things were still new. The online market was opening up. Today, internet connections and things to connect us to the internet are everywhere!



How many computers and phones are really out there in the world? Consider this. There are less than 8 billion people on earth. But there are more than 8 billion computers and phones connected to the internet around the world!



Connecting to the cyber world

This does not mean that everyone has a computer or a phone. Some people have more than one of these while other people don't have any. But the world is moving in a direction where we all might have something to connect us to the internet one day!



Exploring online while the internet watches us

All of the things that connect us to the internet allow us to find information online any time in any place. But while we are looking at things online, the internet is also collecting data about us.

This data can be used by businesses to learn about people. It can help businesses understand what people like, want, or need.

Working with data at a company



STRATEGY



A good strategy is important for business. ▶

A business might make a great product to sell. But the business needs to find a way to tell people about its product. If people do not know about a product, they can't buy it. The business needs to come up with a good marketing strategy.

Comprehension Questions

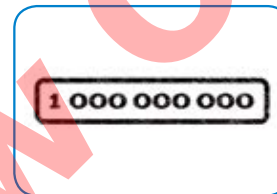
- On earth today, there are more than 8 billion ...
 - computers.
 - people.
 - phones.
 - devices connected to the internet.
- What should a good marketing strategy include?
 - Information about where to find a product
 - Good points about a product
 - A plan for the time and place to share information with customers
 - All of the above
- What will marketing focus on in the future?
 - Ads in internet TV shows
 - Products that talk
 - Relationships with customers
 - Sales around the world
- What are helpful classes for someone to take if they want to become an IoT marketing strategist?
 - Business classes
 - Psychology classes
 - Computer classes
 - All of the above
- An IoT marketing strategist should be ...
 - creative and helpful.
 - nervous and worried.
 - able to create data.
 - All of the above

Key 1. (d) 2. (d) 3. (c) 4. (d) 5. (a)

Glossary



- **ad** (n.) a notice or short video made by a company that tells about a product for sale



- **billion** (n.) 1,000,000,000



- **connection** (n.) a link; a way or point of joining



- **consider** (v.) to think about



- **creative** (adj.) having the ability to make or think of new things