



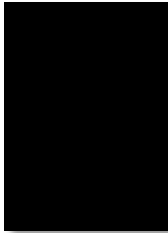
Follow The People...

...Find The Money

Share '14

Who's the speaker today?

Duane Forrester



@duaneforrester

A screenshot of a Bing search results page. The search bar contains the text "what does duane do at bing". The results are filtered to "WEB". The first result is titled "Bing Webmaster Tools" and includes a brief description: "Speaks at shows, runs community and blog, provides guidance on WMTs;". Below the title is a green link: "www.bing.com/toolbox/webmasters". The second result is titled "Does he have a clue?" and includes a brief description: "15+ years as an inhouse SEO; ran seo at MSN; has helped Disney, GAP, Walmart, GM +". Below the title is a green link: "http://www.linkedin.com/in/dforrester". The third result is titled "And this helps me how?" and includes a brief description: "Blogging since 2001; owns 150 domains; runs his own websites". Below the title is a green link: "http://twitter.com/DuaneForrester".

WEB IMAGES VIDEOS MAPS NEWS MORE

bing what does duane do at bing

[Bing Webmaster Tools](#)
Speaks at shows, runs community and blog, provides guidance on WMTs;
www.bing.com/toolbox/webmasters

[Does he have a clue?](#)
15+ years as an inhouse SEO; ran seo at MSN; has helped Disney, GAP, Walmart, GM +
<http://www.linkedin.com/in/dforrester>

[And this helps me how?](#)
Blogging since 2001; owns 150 domains; runs his own websites
<http://twitter.com/DuaneForrester>

Local – Where exactly IS Local?

On my mobile device?

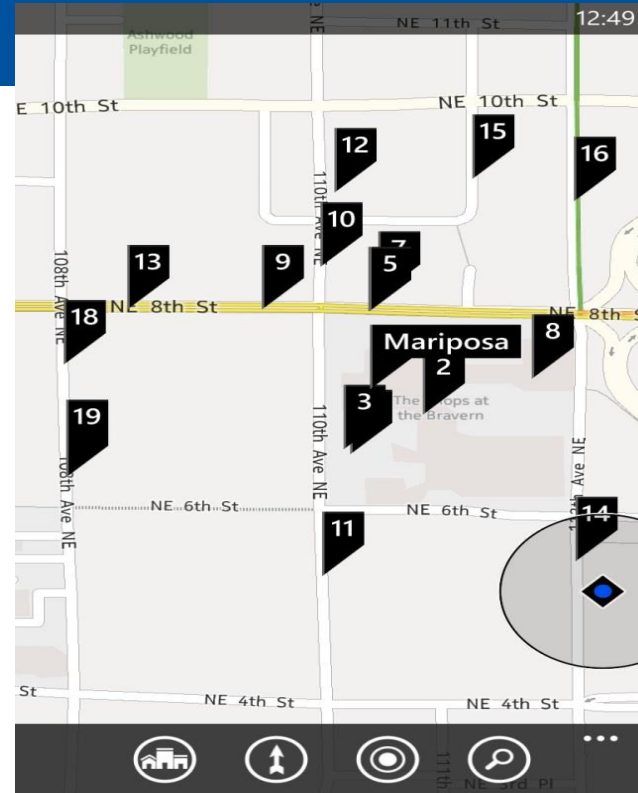
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In my driveway?

Local to me now

Local to me later



Mobile Is Now

Smart phones
Tablets
Phablets
Wearables



Mobilized is Tomorrow

Embedded systems take
the work from you

Never forget
_____ again

Programmed to meet
your needs save time,
save money, etc.

All devices
interconnected to
gather/share data as
needed



My Car, My Friend

Telematics where do you think this data comes from?

In-dash systems buy your way into my life!

Systems that allow data/location storage and reminders

Press a button, get my answers from my driveway





the Dave see you're
you to the
from Dave.

sors in the not
died in signo

Self Driving Savings

DARPA, Google and You

Self driving cars allowed in blue

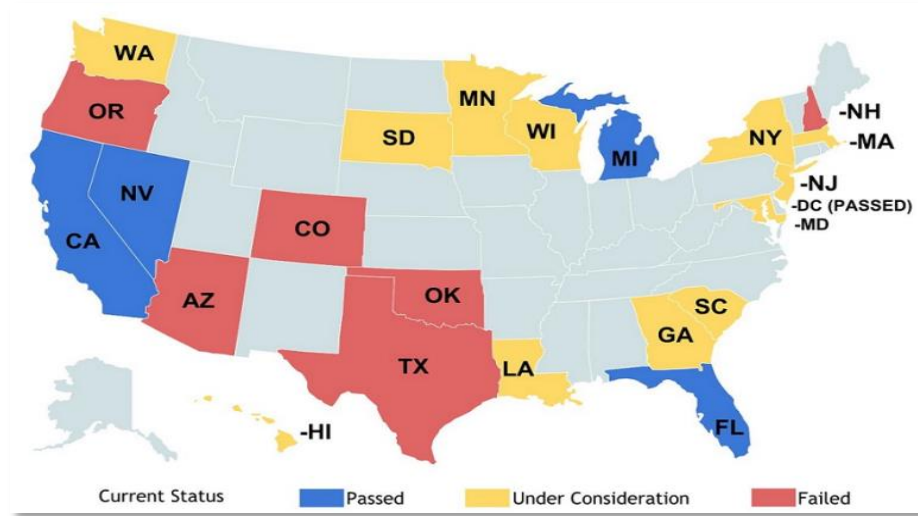
Not allowed in red

Pending in yellow

Opens up huge areas of opportunities for local businesses

" g ce" j" -f i"
drivers

Connect your in-car system for ads, offers, entertainment, etc.!



Bye Bye Wallet, Hello...Freedom!

Affinity programs

Connected accounts

Internalized ecosystems
managing point of payment

Biometric based recognition

NFC and RFID realize their
potential

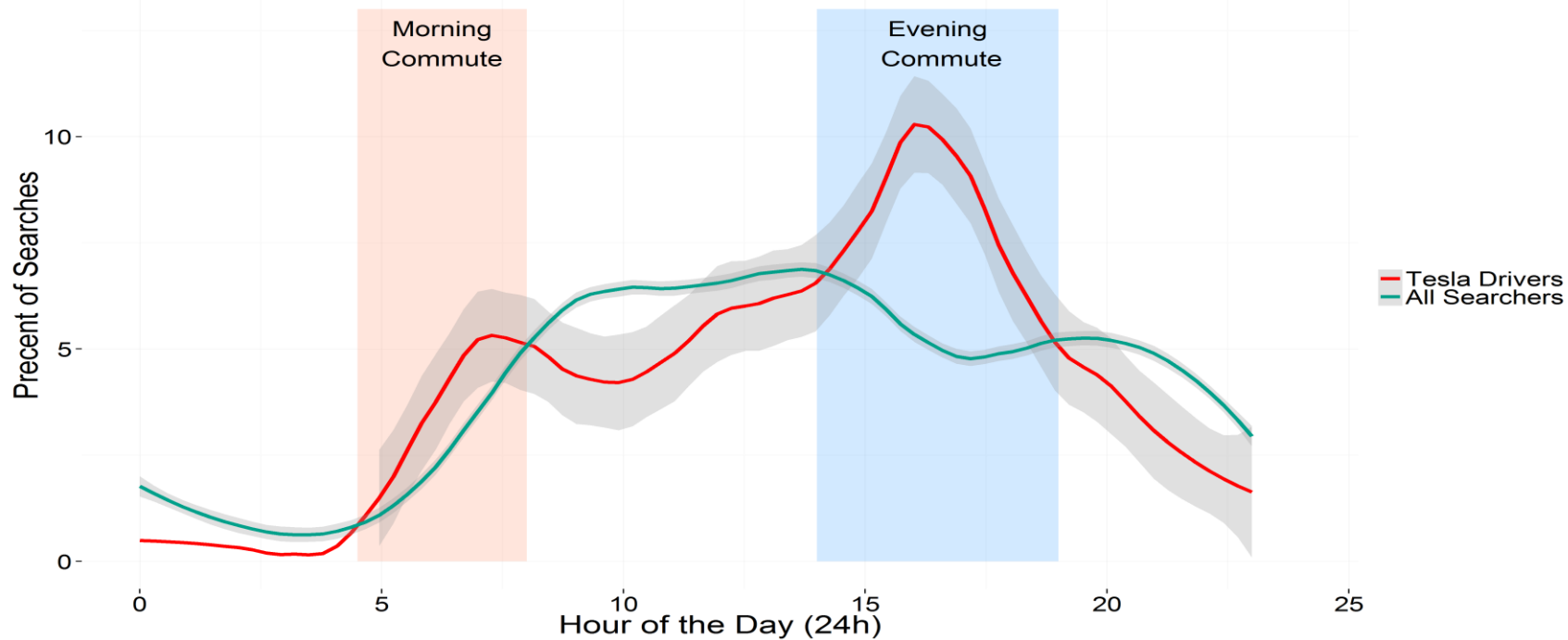


Your Complete Connected World

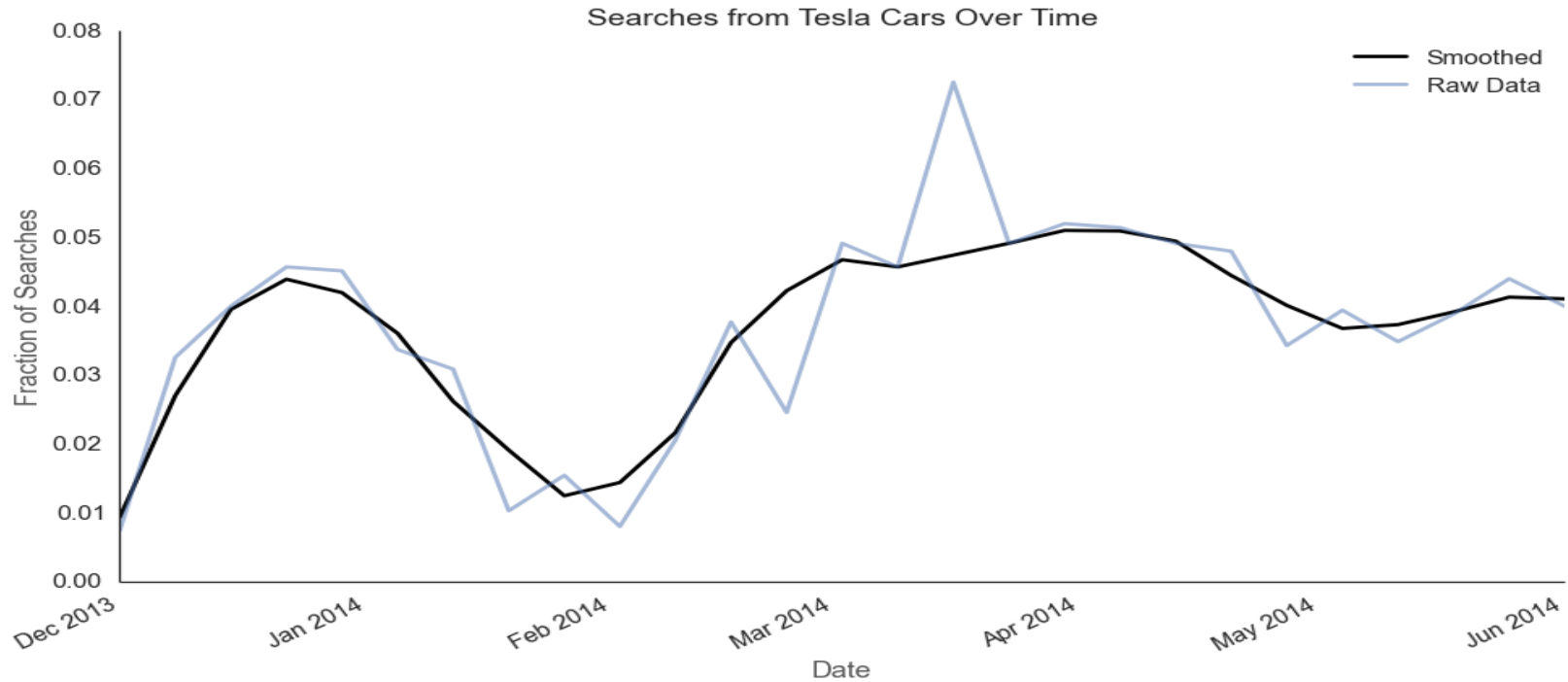
Devices at home
Data anywhere
Connected systems
Smart data understanding
Thoughtful execution
Helpful
Safe
Secure



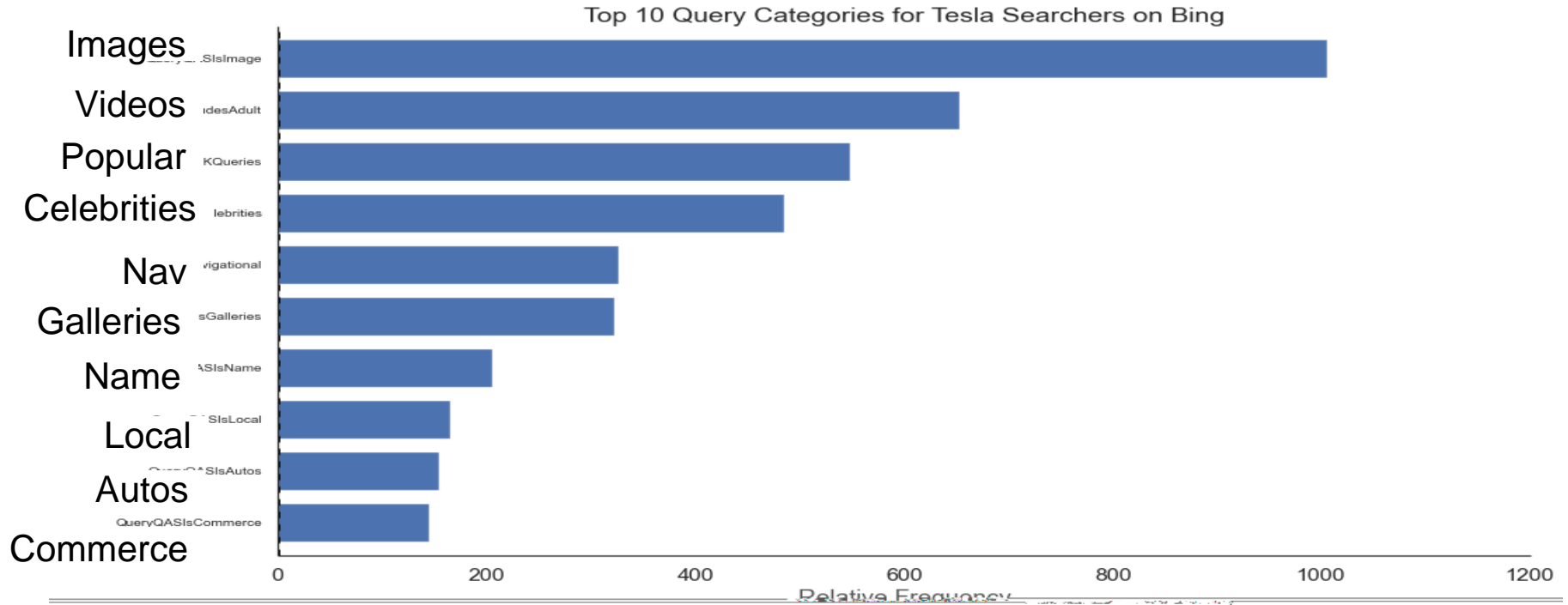
Tapping into the Mobilized World



Tapping into the Mobilized World



Tapping into the Mobilized World



Targeting People

The following are the filtered top 10 query fragments (most frequently occurring):

- miley cyrus wrecking ball
- tesla model
- jay leno car collection
- los angeles
- green watches
- las vegas
- say something
- dubai car
- paul walker
- state lottery

Combine videos with their celebrity searches and you can see they are using youtube for in car music



