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Welcome To  
**The Future**

### /// BACKGROUND OF WEB 3.0:

Web 1.0 was an early stage of the conceptual evolution of the World Wide Web, focused on how the user could connect to the web through the user interface.

Web 2.0 emerged around 2004 and it mainly resided in the space interactivity and collaboration through social media. Web 2.0 has already peaked and has been attached to many sectors such as Mobile 2.0, Enterprise 2.0, and Office 2.0.

Through the evolution of smart phones and the ongoing improvement of technology, Web 3.0 offers more solutions for browsing and enables consumers to browse application data from anywhere in the world.

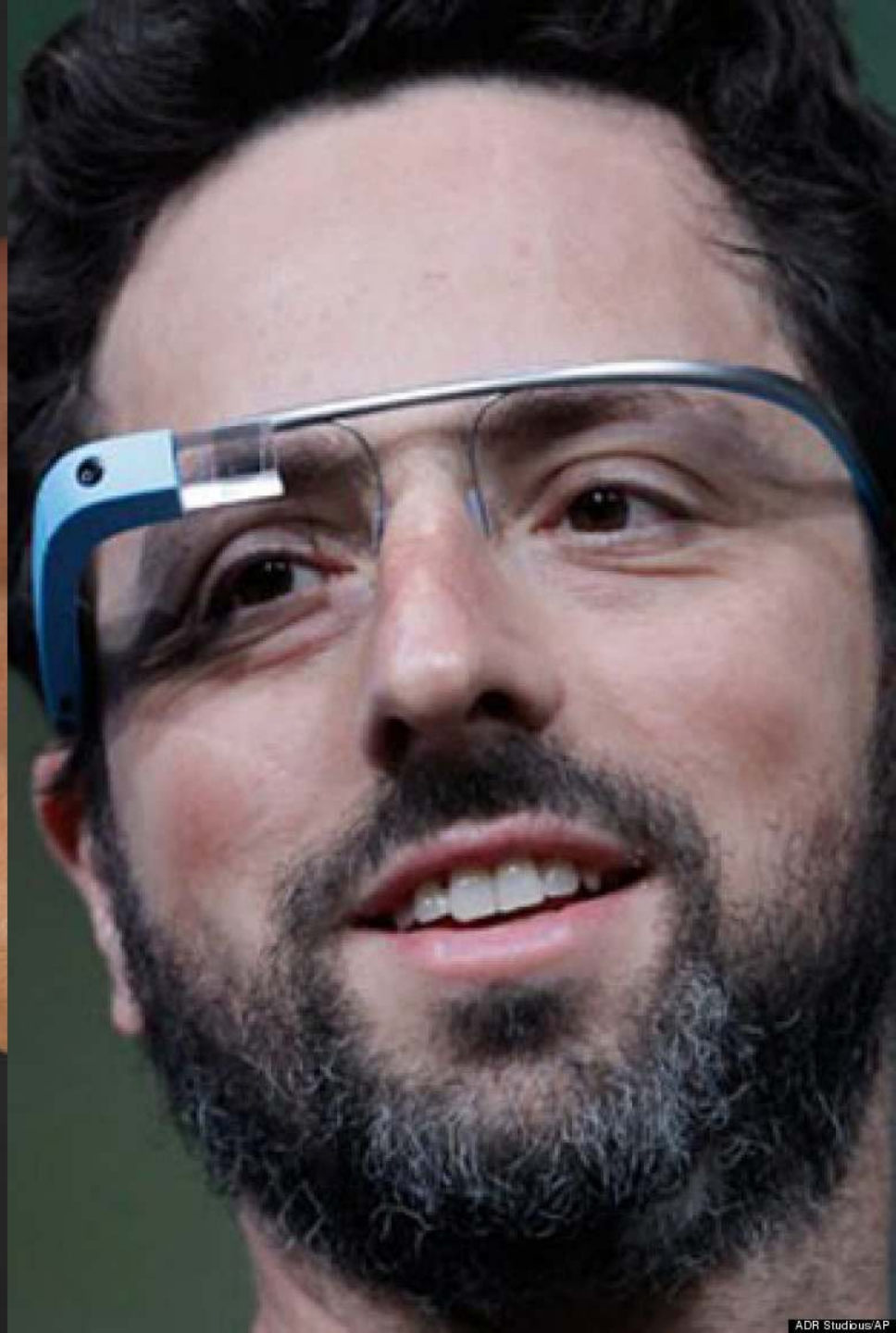
### /// CAPITALIZATION ON WEB3.0:

It started as a trend and is becoming an adopted standard. Capitalizing on Web 3.0 requires you to offer mobile experience to your end users and therefore enables you to communicate more effectively and reach your clients more easily. The long-term benefit of implementing a Web 3.0 strategy is improved intelligence and engagement with your customers.

### /// THE EVOLUTION:

So let us summarize the evolution of Web through its various stages. The Internet has evolved from 1.0, 2.0 to 3.0. Web 1.0 was about web connectivity; the giants of that epoch catalyzed by Netscape were companies like AOL, Yahoo, and Google. Web 2.0 was social with Facebook, LinkedIn, Zynga, Twitter, and newcomer Quora as the foundational creators of the web's 'social layer.' With Web 3.0, we are more looking into virtual world being created through the web such as online virtual shopping malls, and online virtual tradeshow.



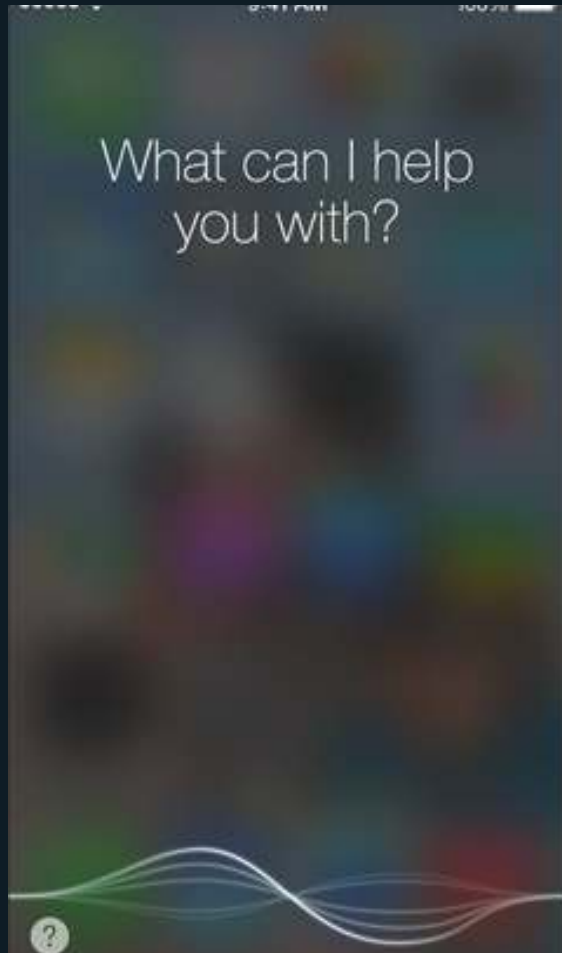


### /// INTERACTION:

Interaction with our devices will reach a new level of intelligence when Web 3.0 allows us to ask our phones where a nearby movie theater is and where to go afterward for dinner. Eventually, as our devices learn more about our preferences (hole-in-the-wall joints versus chain restaurants), we can simply ask “where should I go for dinner” and you will get a response tailored to your interests.



/// SIRI:





### /// So, WHAT IS WEB 3.0?

Web 3.0 is all about personalization and the Semantic Web while integrating real-time data through different platforms. Semantic technology will create a meaningful format around human interaction online and human interests. This format will enable better online matchmaking and content distribution in addition to better control of online privacy through smarter distribution.

The Web 3.0 world integrates relevant search, location-based services, mobile enablement and rich social interaction in a single online experience. This new paradigm, according to British technology thought leader Conrad Wolfram, is where “the computer is generating new information” rather than people. A Web 3.0 environment dramatically enhances the user experience and delivers rich advertising and promotional opportunities for marketers – if companies can get the business model right.

/// EXISTING EXAMPLES:



### /// IMPACT OF WEB 3.0 TO MARKETING:

- IMPROVING ADS
- IMPROVING MEASUREMENTS
- PERSONALIZED DATA
- FOCUS ON INTEGRATION BETWEEN SOCIAL MEDIA & SEO



### /// INTELLIGENT MARKETING:

Marketers will have the ability to provide more efficient strategy through integrated intelligent data. Content will be presented to the user in the most relevant layer. For example, Demandbase is a Real-time Targeting and Personalization platform for B2B. Demandbase works by identifying the companies that visit a website, and then make that insight actionable in your existing Marketing and Sales programs and technologies. Real-time identification means you can make targeting decisions as well as personalize the content or web experience based on otherwise unavailable attributes of the visitor, such as specific company, company size, number of employees, industry, or 1st party and CRM based attributes such as existing customers, strategic accounts, pipeline status, or even competitors.

### /// INTEGRATED MARKETING:

There are several companies that are now offering services around Web 3.0. These services focus more into increasing Ad Relevance through intelligent data. There are several companies that provide data based on the content and structure of web pages for the purpose of improving the relevance and effectiveness of online display advertising. The source of these data comes from different channels including websites, social media, mobile, video, email, search, display, PPC, and PR.

### /// UTILIZING BIG DATA:

Most companies and big enterprises these days depend more and more on big data. We in sales and marketing departments collect customer data at every touch point with the customer through different channels. (phone conversations, filled-out forms online and offline, face-to-face conversations, and so on).

It is essential to have our past customers', current customers', and potential customers' interaction histories in our CRM tool. Not using big data means a loss of buying opportunity. The growth of this information is what big data all about. The information available about buying behavior across many, many channels constitutes real opportunities to engage potential buyers in different ways to drive revenue at every stage of the customer lifecycle at the right time.

### /// MOBILE INTEGRATION:

With Mobile Web 3.0, user experience capabilities open the door for another level of innovation in advertising and promotion. Now technology services have the ability to leverage not just the social graph data from Facebook, but even more real-time / real-world information. Your current location, weather, traffic, local merchants other friends nearby, how often you've been to this specific store or location are available (or will be soon). And this in turn provides a whole new level of commerce opportunities for potential advertisers. (see next!!!)





### /// GOOGLE COMMERCE SEARCH 3.0:

Google has launched Google Commerce Search 3.0, which brings the power, speed and flexibility of Google's search technology to your online store to increase sales and usability through customized results. It is all about accuracy and intelligent data being provided to you in different channels. This will only occur through data integration of different sources.

Online retailers have started leveraging the latest innovation in search and usability, with an experience tailored specifically to customized online product discovery.

### /// What is the Future of Online Shopping?

Imagine you create a social profile for shopping online. Where first you will be measured up a 3-D model of you exactly. Your profile will be stored in the cloud with personalized data about you such as religion, weight, health characteristics, personality and so on. Then your social eCommerce profile will be integrated with any online shopping website through API integration.

Take for example a clothing store such as Dillards. Assume that you are shopping online at Dillards.com, and once you have logged in and have initiated your social eCommerce profile integration, then it is applied to your account online. Now you are online with a 3-D model and it will fit the clothes on exactly how it will in reality.

Result: You don't have to visit an actual store anymore

# Cloud



# Marketing & Communication

SEO & SEM



WEBSITE



SOCIAL MEDIA



MEDIA



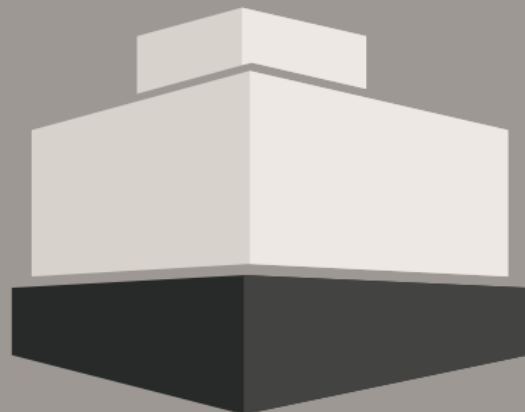
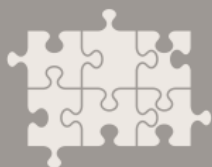
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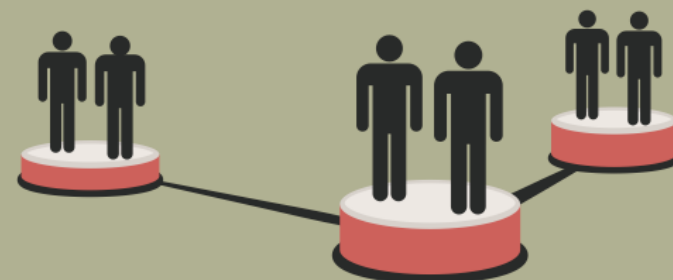
EMAIL



BANNERS



# Office



# Customers & Devices

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