While everybody seems to be talking about the Internet of Things, and lots of people own a smart this or a smart that, most consumers have yet to experience the frequently conjured up advantages of a truly connected life.

Up to now, IoT device adoption is happening mainly in the niche segments of technologically sophisticated upscale consumers and technology-focused DIYers. To reach a broader range of users, marketers must do a better job of understanding and offering the inherent value of smart products. Current marketing approaches are fragmented and tend to focus on individual products and single use cases. They may actually be underselling the consumer IoT. Most companies are wondering which combination of entry points – appliance and home entertainment control, energy management, pet monitoring, property protection, safety and security – make the most sense. But the mass market consumer is not buying a platform or devices controlled by an algorithm, they are buying an experience.

In this issue we discuss what it takes to create and market IoT experiences that bring real benefits and which consumer anxieties need to be considered. Do consumers actually enjoy being “freed” from daily tasks? Will humans soon be redundant in value creation processes? Is the IoT safe? Or is Alexa in fact a witch? IoT marketers should understand and communicate smart products as entities in a complex dynamic system. As an assemblage, they gain new capacities from ongoing interactions among products and consumers and enable new experiences. Marketers must focus on deeper meanings and communicate the value proposition inherent in individual consumer experiences. So, get ready to discover new facets of the Internet of Things and prepare yourself for a new era in marketing and, in fact, for life in general.

Yours,

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Washington, D.C., June 2018