Voice agents and interfaces will require many new marketing strategies

The base of Amazon Echo, a smart speaker home of voice agent Alexa

Every new marketing delivery system – such as TV, websites, social media, or mobile – starts off with a single approach. In the early days of web or mobile, for instance, marketers would contemplate if they had “a web strategy” or “a mobile strategy.”

Eventually, they discovered that many kinds of strategies are required for the many different kinds of web experiences or the different kinds of mobile experiences.

And so it will be with the voice-controlled intelligent agent and interface. Now, it’s generally looked at as a voice-mediated channel, but soon, the variations inside this voice channel will result in a wide variety of strategies.

[Read the full article on MarTech Today.]

About The Author

Barry Levine covers marketing technology for Third Door Media. Previously, he covered this space as a Senior Writer for VentureBeat, and he has written about these and other tech subjects for such publications as CMSWire and NewsFactor. He founded and led the web site/unit at PBS station Thirteen/WNET; worked as an online Senior Producer/writer for Viacom; created a successful interactive game, PLAY IT BY EAR: The First CD Game; founded and led an independent film showcase, CENTER SCREEN, based at Harvard and M.I.T.; and served over five years as a consultant to the M.I.T. Media Lab. You can find him at LinkedIn, and on Twitter at xBarryLevine.
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